

PRINTERS' INK

Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS

185 Madison Avenue, New York City

VOL. CLXII, No. 3 NEW YORK, JANUARY 19, 1933

10c A COPY

Lincoln

**PRESENTS TWO
NEW MOTOR CARS**

THE public is reading about the new Lincolns, talking about them, viewing them at the shows. But, as they observe and discuss their features, few persons think of the designing and redesigning, of the immeasurable labor, of the countless trials and refusals preceding the final acceptances that stand securely back of every part of these finished, gleaming products. The advertisements appearing in the magazines and newspapers are beautiful examples of advertising craftsmanship. Catalogs, folders, booklets, letters—each contributes a part to the effective telling of the story. But here, too, is a seldom considered background. Just as the Lincoln expresses the ideas and ideals of its makers, so must each phase of its story reflect the individual car and its character. Presenting this story to the public, in a manner truly expressing Lincoln quality and prestige, is an assignment calling for complete unity of understanding and a thoroughly proved background of advertising experience.

N. W. AYER & SON, INCORPORATED

ADVERTISING HEADQUARTERS

WASHINGTON SQUARE, PHILADELPHIA

New York Boston Chicago San Francisco Detroit London

LEADING

By Greater Margin than Ever Before

THE MILWAUKEE JOURNAL published 89% more advertising than the Milwaukee combination papers in 1932. The lead was 79% in 1931.

This increasing preference would be significant at any time. In 1932, it was particularly so. Concentrate in The Journal in 1933 and be sure that your advertising is producing maximum profits in Milwaukee.

THE MILWAUKEE JOURNAL
 **FIRST BY MERIT** 

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PRINTERS' INK

Registered U. S. Patent Office

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VOL. CLXII

NEW YORK, JANUARY 19, 1933

No. 3



Enthusiasm

It's Sadly Needed in Dealers These Days and This Is How DeSoto Generates It

As Told to Andrew M. Howe by

Byron C. Foy

President, DeSoto Motor Corporation

PRODUCT, personality and drama—these are the ingredients of a plan which has produced what we believe is an unusual amount of dealer enthusiasm.

There are other ingredients but all of them depend upon those three for their effectiveness. Advertising is the catalytic agent that influences and blends every factor in the program.

Naturally, it all starts with the product.

But it is not enough to have a product that the engineers believe is superior. The principal executives of the company must, themselves, become so familiar with it,

be so close to it that they will become enthusiastic to the highest degree.

The problem is how to pass that enthusiasm on down through the field organization, the dealers, their salesmen and the ultimate consumer. It is here that personality and drama enter the picture.

The personality is in the executives themselves. The drama enters in the way in which the product and the personality are put across.

A frequent fault, I believe, with many manufacturers is that they place too much emphasis on one of the three factors which we are discussing. Some of them produce an

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excellent product, one which is so superior in the minds of the manufacturers that they believe enthusiasm should be spontaneous. It is hard for them to understand why everyone does not share their enthusiasm as soon as they hear about the advantages of the product.

present in equal quantities—the product and drama.

Still other manufacturers have pounced upon drama as the solution to their dealer problems. They dramatize everything. But just as a drama on the stage must have a plot and capable actors, so must



A Spread from DeSoto's Pre-announcement Booklet Showing Sales Manager Peed and His Assistants, Palmer and Rowland, Passing on Their Enthusiasm

They send their dealers catalogs and specifications which prove that the product is the best one ever produced and expect the dealers to go out and convince the consumers.

But it doesn't work that way. Dealers have become accustomed to having manufacturers bombard them with sensational announcements, new models, improvements, revolutionary changes. Manufacturers, themselves, are to blame for killing the goose. If dealers today are jaded and skeptical it is because every time a manufacturer brings out a new gadget or makes a minor change, he modestly heralds the improvement as the dawn of a new era.

Other manufacturers have realized, as we do, that one of the weaknesses of modern business is the lack of human contacts. Dealings have been between companies rather than individuals. It is one thing to recognize this weakness and quite another to inject this missing personality.

Pictures of the president, personal messages from the sales manager and such things are all very valuable but, by themselves, they will not generate dealer enthusiasm. The other two factors must be

business drama be intelligently handled. Here, again, the other two factors—product and personality—must be woven into the drama skillfully.

The automotive industry has an advantage over many others in the application of this formula. New models offer an excuse for periodic rebuilding of enthusiasm in the dealer organization. But I believe that every manufacturer should be able to find some reason for adopting a similar program.

It seems to me fundamental that dealers should be given something new to talk about and get excited about at regular intervals. You can't expect to get new enthusiasm over the same old product and the same old sales story year after year.

The foundation for our latest plan is a new model DeSoto. We had worked hard on the old model and succeeded, we believe, to a remarkable degree in building up and maintaining enthusiasm throughout our own organization right on down through the dealer and his salesmen. When the 1933 DeSoto was ready, however, we did not depend upon this ready-made enthusiasm. We started all over

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Without a Bank Failure

No Rhode Island bank has closed its doors against the confident demands of its depositors during this depression.

Savings deposits are still nearly three times the national per capita figure. Rhode Islanders have been spared the panic fear that follows loss, or threatened loss, of their reserves.

Journal-Bulletin

FAMILIES:

In Rhode Island

2 OUT OF 3

Average for State
as a Whole

In Providence

19 OUT OF 20

A. B. C. CITY

They're buying now. Local department store sales show relative volume above New England and well above national averages. As improvement broadens sales will mount, quickened by the greater confidence of these people in their economic institutions.

Providence Journal & Bulletin

Dominating New England's Second Largest Market

CHAS. H. EDDY CO.

Boston • New York • Chicago

Representatives

R. J. BIDWELL CO.

San Francisco • Los Angeles • Seattle

again, right down at the bottom.

First, as I have said, we created a product which we believed was worthy of this enthusiasm.

Then we started injecting personality and drama.

Our own officers were all steamed up about this new model. We wanted to pass on this spirit, to prove that they were steamed up and to show why.

It was obviously impossible to call on every dealer in person.

A Booklet That Would Be "Different"

The first step was a pre-announcement booklet. We wanted ours to be different from anything dealers had seen. We wanted it to get the dealers all excited and anxious to see the new car.

Personality and drama were the answers to this problem. We constructed that pre-announcement booklet step by step in such a dramatic fashion that once a dealer turned the page of the cover we believed and hoped he would not stop until he had reached the end. It had a plot running right through it. The story was told briefly, with very little text. There were pictures on practically every page, big pictures, dramatic pictures, pictures with personality in them.

It traced in news-reel style the DeSoto success starting with October, 1931, and carrying through to the 1933 line.

There were pictures, not the customary studio portraits, of our executives in action. They were shown in conference behind locked doors working on plans for the new car. They were pictured getting their first glimpse of the new car. And were they enthusiastic!

Take a look at the photographs reproduced with this article (page 4). They occupied a double-page spread in the pre-announcement booklet. The one on the left shows Roy Peed, DeSoto sales manager, after he had seen the new car. The others, on the facing page, are his assistants, J. J. Palmer and R. M. Rowland. These are typical of the photographs we are using in all of our printed efforts to get dealer enthusiasm.

In this particular booklet there were pictures of executives in various natural poses, in groups and individually, including the one of myself reproduced (page 3), all reflecting our optimism and enthusiasm.

This booklet was exciting from beginning to end. The brief text talked to dealers in slangy, direct style. It closed with a signed appeal by Mr. Peed who finished with "You know the story! I don't have to tell you. You've got the ball. Take it and run. Let's all make 1933 our big money year."

A week later dealers received another exciting photographic book called, "Bring Home the Bacon." This mapped out a specific program for dealers to follow in introducing the new DeSoto. It was unusual in that it literally showed the dealers what to do instead of telling them, as is the usual custom. There were no long pages of text containing suggestions. Instead, the plan described was pictured in the same dramatic fashion as in the pre-announcement book.

Once again, personality came in in the form of pictures of the executives behind the plan. "We've given you a natural—now, gang, let's see your speed" was their personal message.

When they said, "Steam up your salesmen" they showed a large photograph of a dealer actually doing just that. When they said, "Doll up the showroom" a picture showed just what they meant.

A Spectacular Sales Meeting

But the most spectacular part of our program, carrying out our idea of personality, drama and product, was the sales meeting held in Detroit on December 1. It was attended by some 750 people, including the entire field force and the most important dealers from all over the country.

The presentation of the new car took the form of a series of dramatic and emotional skits and playlets that held a normally critical audience engrossed in the proceedings for nearly three hours. It was

(Continued on page 105)

There is more
 purchasing power in
 a 160 acre Iowa
 farm than in a
 closed factory!



In New York talk to I. A. Klein, 50 East 42nd Street; in Chicago to Guy S. Osborn, 300 N. Michigan; in Detroit to Jos. R. Scolare, General Motors Building, and in St. Louis to C. A. Cour, Globe-Democrat Bldg.

THE DES MOINES

REGISTER and TRIBUNE

Also operating Radio Stations KSO, Des Moines; KWCR, Cedar Rapids (both on N. B. C. Blue Network); and WIAS, Ottumwa.

230,221 Daily A. B. C. 208,243 Sunday

J. WALTER
THOMPSON
COMPANY

Product and market research
 Merchandising
 Complete advertising service in
 newspapers, magazines, radio
 and outdoor

*An organization operating
 on-the-ground in the market
 centers of the world*

NEW YORK • 420 Lexington Avenue • 1 Wall Street

CHICAGO • 410 North Michigan Avenue

SAN FRANCISCO • BOSTON • CINCINNATI • ST. LOUIS

LOS ANGELES • MONTREAL • TORONTO • • London

Paris • Barcelona • Stockholm • Copenhagen • Berlin • Antwerp

Bucharest • Sao Paulo • Buenos Aires • Johannesburg • Bombay • Sydney

That New Camel Campaign

Controversial Copy, Showmanship and Sex Appeal Mark Reynolds
Re-appearance in 1,100 Newspapers

THIS week raised the curtain on Camel's new campaign, an event looked forward to with keen interest. Those who thought they had the low-down on coming events with a reading of the initial advertisement on Monday were jumping at conclusions. That advertisement was only a preliminary to the main show which will be run as a continuous performance indefinitely in more than 1,100 newspapers in 1,475, 1,150 and 850-line space.

Absent from newspapers for many months, the company in its return engagement reveals a fighting campaign. Controversial copy, showmanship and sex appeal will be the stratagems employed by the R. J. Reynolds Tobacco Company in its effort to put Camels in the center of the advertising stage.

Illustrative of the type of showmanship to be employed is the advertisement reproduced with this article. It is in contrast to the first advertisement of the week which carried much reason-why text in answering seven questions concerning cigarette satisfaction and manufacture.

Detailed text was used purposely. It is believed that cigarettes are one product which, because of the number of users and the intense competition of manufacturers, has stirred intense public interest in the fight for patronage by the leading brands. The public is likened to a huge audience of cigarette advertising fans intently watching this battle of giants.

Their campaigns make conversation. People talk about Lucky Strike doing this and Chesterfield

doing that and they wonder what the next move will be. For this reason, it is believed that the public will read in detail about a new development, whether the text runs ten words or 1,000 words.

The campaign drives home the importance of tobacco quality.

ETHERIZED GIRL
floats in air

**It's fun to be fooled —
...it's more fun to KNOW**

**NO TRICKS
...JUST COSTLIER
TOBACCO**

CAMELS

*This New Camel Advertisement Is Appearing in
Over a Thousand Newspapers Wednesday and
Thursday This Week*

Point by point it takes up the various claims put forth to win smokers to particular brands. Kindness to the throat, mildness, heat treatment, coolness, purity, blending, flavor, all come in for scrutiny and are treated separately in individual advertisements.

Showmanship enters into the campaign with exposés of magician's tricks. Some phases of black magic are illustrated. Then follows a statement of the illusion and an explanation of how it was performed. "It's Fun to Be Fooled, It's More Fun to Know," as a caption, standardizes the series and hitches the entertainment to the ad-

Again in 1932—and—
For the **SIXTH** Consecutive Year

The Boston Herald Finished **FIRST** in Total Advertising

This statement requires no "ifs," "ands," or "buts." It is a complete statement. It is a seven day statement (The Herald-Traveler also leads all Boston newspapers for six days in Total Advertising). It includes all advertising—general, local and classified. Following is the Total Paid lineage of all Boston newspapers for the year 1932.

HERALD	13,121,852 lines
Globe	11,856,570 lines
Post	8,059,022 lines
American Advertiser	6,318,531 lines
*Transcript	4,264,227 lines
*Record	2,429,364 lines

(*) Six days

Above figures are for Herald only—Traveler lineage not included.

Figures by Media Records, Inc.

It is significant that in each of the major classifications making up the total—viz, retail display, general display, automobile, financial and classified—the Herald was an outstanding leader.

BOSTON HERALD-TRAVELER

Advertising Representative
GEORGE A. McDEVITT CO.

New York
Philadelphia
San Francisco

Chicago
Detroit
Los Angeles



For eleven consecutive years the Herald-Traveler has been first in national advertising, including all Financial, Automobile and Publication advertising, among Boston newspapers.

vertising objective with an accompanying discussion of the "magic" in cigarette advertising.

"Let's look at one of its greatest illusions," reads a typical piece of copy, "that cigarettes can be mysteriously given superior flavor." Here is where the copy gets in its punch with an explanation of flavor and how it is obtained.

Each of these claims is given what Reynolds evidently looks upon as a de-bunking process, driving home the argument that if quality is right, flavor, mildness and all the other characteristics of a cigarette will be right. To support this contention the company makes the statement: "It is a fact, well known by leaf tobacco experts, that Camels are made from finer, more expensive tobaccos than any other popular brand. We actually pay millions more every year to insure your enjoyment."

With this declaration, the company rests its case, content that its campaign will deal a body blow to what it calls "a clamor of competitive claims."

Illustrations employ actual smokers from whose mouths smoke is being exhaled, instead of the mere holding of a lighted cigarette.

In advance of the breaking of the campaign, teaser window stickers were distributed to tobacco retailers. These showed a magician in the act of pulling a rabbit out of a hat. These stickers carried the caption of the campaign, "It's fun to be fooled, it's more fun to know" and urged people to watch the newspapers for further information.

Another feature of the campaign is the issuance of a small eight-page pamphlet with the title "You should know the truth about the cigarettes you smoke." This is a reprint of the newspaper advertise-

ment which was the opening shot in the campaign.

A similarly aggressive program is planned for the magazine phase of the Camel campaign, with various appeals being adapted to the different reader audiences.

The Reynolds company, though it did comparatively little advertising in 1932, plans no let-up in 1933. S. Clay Williams, in his annual statement, informed stockholders that while substantial sums were spent for advertising in 1932, the company did not consider that conditions in that year warranted the expectation of fullest returns from heavy additional expenditures.

Reserves which amounted to more than \$2,400,000 at the close of 1931, increased to more than \$8,100,000 at the close of 1932. Of the latter amount, Mr. Williams explains, \$4,000,000 represents the excess of reservation in 1932 for advertising over actual expenses therefor.

This advertising accumulation charged against 1932 earnings, he explains, "is carried forward as a reserve, and represents an additional amount available for advertising in 1933." Also important is his statement that "the item of reserves also includes an amount to adjust, in accordance with the company's usual policy in cases of price reductions, wholesalers' inventories of Camel cigarettes to basis of new price recently announced."

Thus to the appropriation made for 1933 advertising there is an added \$4,000,000 available. This war chest, coupled with the aggressive campaign, promises to keep the battle of the leaders a lively one. It suggests that Reynolds is determined not only to meet all competition but also to dominate it.

Seattle "Post-Intelligencer" Appoints J. P. Hamilton

J. P. Hamilton, formerly with the Hearst Newspapers at Los Angeles, has been appointed business manager of the Seattle *Post-Intelligencer*.

Bailey Joins "Liberty"

Clifford S. Bailey, formerly with House & Garden, has joined the advertising department of *Liberty*, New York.

To Represent KSO

Harold Middleton, formerly with Advertisers, Inc., Detroit has been appointed a representative of KSO, operated by the Des Moines *Register-Tribune*.

Has Underwear Account

The E-Z Mills, Inc., New York, underwear, has appointed the Richardson, Alley & Richards Company, of that city, to direct its advertising account.

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An Advertising Comparison

Told in Words—No Figures Necessary

In December, the

ST. LOUIS STAR^{AND} Times

Carried More Total Paid Advertising

than the

Weekday Globe-Democrat

AND the Sunday " "

AND the Christmas " "

COMBINED!*

*Authority: Media Records, Inc.

ST. LOUIS STAR^{AND} Times

National Advertising Representative—GEORGE A. McDEVITT CO.

Mr. Wachtel Agrees with the G



THE BOONE MAN REPRESENTS
27 HEARST NEWSPAPERS
DAILY

New York Journal
Albany Times-Union
Syracuse Journal
Rochester Journal
Los Angeles Examiner

Boston American
Baltimore News
Washington Herald
Washington Times
San Francisco Examiner

Atlanta Georgian
Chicago American
Detroit Times
Omaha Bee-News
Seattle Post-Intelligencer

SUNDAY

Boston Advertiser
Albany Times-Union
Syracuse American
Los Angeles Examiner

Rochester American
Detroit Times
Omaha Bee-News
San Francisco Examiner

Baltimore American
Washington Herald
Atlanta American
Seattle Post-Intelligencer

CA

RO

HE

Boston
Rochester

the GENERAL

"Get there first, with the mostest men," said the old general . . . a sound doctrine then, and Now. Pick a market that CAN respond and then go after it, with everything you have . . . Statement of Mr. W. W. Wachtel, Manager, General Sales Dept., Loose-Wiles Biscuit Co.

WE AGREE. Never has there been a time when it was more essential to differentiate between markets that *may* buy and those that *will* buy . . .

to study every characteristic of these markets; their buying-habits, their dealers, their ready avenues of approach . . .

men to *Pound* these markets with the Penetrating Power of sound and sufficient advertising, well-trained salesmen, and the powerful cooperation of fighting newspapers.

The training of salesmen is the peculiar province of manufacturer or distributor, but the basic information that unerringly indicates a good market or an indifferent one, and the pushing, driving cooperation to insure the success of your advertising . . . these are decidedly within the sphere of the powerful Hearst newspapers, covering 14 important markets, and represented by the Rodney E. Boone Organization . . .

CALL THE  BOONE MAN

RODNEY E. BOONE ORGANIZATION
A UNIT OF
HEARST ADVERTISING SERVICE
New York

Boston	Chicago	Detroit	Philadelphia
Rochester	Cleveland	Atlanta	San Francisco
	Los Angeles	Seattle	

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OVER 400,000
CIRCULATION OF THE
★ RIGHT KIND
.. AT THE RIGHT PLACE
.. AT THE RIGHT TIME

★Able to buy that type of market which, because of its resourcefulness, energy and intelligence, has been least affected by general business conditions—a three-cent market, not a two-cent market—the kind of people who, once you convince them that they ought to buy your merchandise, are willing and able to do so.

THE CHICAGO DAILY NEWS

National Advertising Representatives:

GEORGE A. McDEVITT CO.

250 Park Ave., NEW YORK

CHICAGO
Palmolive Bldg.

PHILADELPHIA
Record Building

DETROIT
New Center Bldg.

SAN FRANCISCO
Monadnock Bldg.

Financial Advertising Offices:
NEW YORK

CHICAGO
29 S. LaSalle Street

The

QUANTITY QUALITY CONCENTRATED EVENING CIRCULATION

Over 400,000 circulation...of the right kind...at the right place...at the right time

Strong Associations Can Develop Strong Individual Leaders

This Is Shown by Methods of Candy Institute in Putting Leadership Squarely Up to Big Names

By C. B. Larrabee

AMERICAN business has every right to expect leadership from co-operative industrial groups, particularly at a critical period like the present. In some industries this type of leadership has been forthcoming—but in others, jealousies, fears, antagonisms and conflicting interests have eliminated any chance for a general agreement on any major issue except the somewhat obvious one that taxes are too high and something ought to be done about it.

The common boast among co-operative groups is, "Our association represents the entire industry." In some fields this inclusiveness has resulted in a strong, cohesive type of leadership which has been of immeasurable value during the last three years. In many other fields, however, inclusiveness has resulted not in the strength of union but rather in the weakness of conflicting interests.

The result has been that fundamental problems, needing solutions to enable business to work out of the critical situation in which it is floundering, have gone unsolved. Often they have been unattacked except in that mildest of all forms of attacks, resolutions in convention assembled.

A study of what has happened in the trade association movement since 1929 inevitably leads to the suspicion that in many industries leaders have not had the foresight or the courage to assume effective leadership. This brings up the question, "In order to get the proper type of leadership, is it necessary to create a new conception of trade co-operation?"

The conditions that business has faced during the last few years have proved, pretty definitely, that amorphous groups, in spite of codes of ethics, boards of directors and

conventions eventually reach agreement on about one point—that the situation is too delicate to handle. Obviously this is not a fault of the association movement but rather of that movement as it is conceived by too many so-called leaders.

One solution that has been suggested has been the master association which would gather together a great many small groups in an industry, thus eliminating a lot of ineffective associations and assuring the industry unanimous action.

The master association represents an interesting ideal, but it will not eliminate the major weakness found in the difficulty of getting unanimous action on anything but the more superficial industrial problems.

A little more than a year ago the Candy Institute of America, Inc., was founded. This co-operative group includes some seventy candy manufacturers. It numbers most of the largest and best-known manufacturers in its membership but not all of them—a significant point. In fact, the total volume it represents is about 25 per cent of the industry.

How the Institute Was Started

The Institute got its start when thirty manufacturers, calling themselves the Founders Group, came together and employed the present management of the Institute to make an eight-month study of conditions and base its recommendations on this study.

Since its inception the Institute has followed its unusual program with success. It has had its failures but at a critical time is conducting its business on a pattern pregnant with unusual possibilities.

In the first place, there has been no code of ethics.

Codes of ethics are highly commendable so long as they are at-

tainable. Several associations have made their codes real working agreements. Perhaps one of these days the Candy Institute will have a code itself. However, the significant thing is that it has been able to operate successfully without one and so far has felt no vital need of one.

"Statements" Instead of a Code

As a substitute—if it can be called a substitute—for a code, it offers its various agreements or "statements" as it calls them.

During its history it has issued statements on return goods, cash discounts, free goods, penny candy and the protection of retailers on bulk holiday orders.

Each of these is a definite statement of policy and each is aimed either to clarify a difficult situation or to correct a definite trade evil.

Because each statement covered a subject of vital importance to the trade, it was almost inevitable that there would be a difference of opinion among the members of the Institute.

Under usual methods of association procedure, these subjects would be taken up at a convention, there would be a number of resounding speeches, majority action would be taken and the minority, although by its membership in the association it subscribed to the action, would proceed to go its own sweet way.

The Institute's method of operation is different. Its first step is to decide upon what situation seems to need clearing up. The next step is for the management to sound out the various members to get their opinions.

Then, if a sufficient number of members is willing to agree upon a definite action, the Institute issues a statement.

This statement is carefully prepared by the management and is then submitted to the entire membership. Those members who are in agreement, sign it. Those members who are not, do not sign.

No effort is made to coerce members who do not wish to sign. The situation is placed before them, the

arguments in favor of the statement are explained to them, but throughout the entire transaction there is a very definite recognition of the fact that in this somewhat imperfect world there is no such thing as unanimity of opinion concerning important trade subjects.

Furthermore, the Institute does not make these statements exclusive. Non-members are offered the privilege of signing them. For instance, the statement on cash discounts was signed by fifty-seven members and thirty-eight non-members.

The philosophy behind this policy is as sound as it is far-sighted. The mere fact that a manufacturer is not a subscribing member of the Institute is no sign that he does not have definite ideas concerning important trade problems.

Why not, figures the association, let these non-members who agree with the majority of our members, join us in action which we believe is for the good of the industry? That is a simple question and there is no particularly sound reason why non-members should not subscribe to progressive action.

The Institute's Attitude on Non-Members

To be sure, the members are thoroughly conscious that in this way they are giving a number of non-members a free ride. They realize that if they could get important non-members into the fold the Institute cost per member would be lowered. They believe, however, that it is more important to spend a little more at the present time to assume leadership in the industry and to get as much co-operation from non-members as possible, than it is to complain about penny-pinching methods.

To be sure there are certain companies that take advantage of this situation, but they are few and far between.

Once the Institute membership has been canvassed as to its attitude and the signatures obtained, a printed statement is issued with the facsimile signatures of those who signed. The names of the non-members are appended and the

statement is given general circulation throughout the industry.

Joseph Gooch, Jr., president of the Institute, says: "Once a statement is signed we can be fairly sure that it will be lived up to by all of the signatories. The pledge made by any signer is only for a year and he does not make his pledge without a thorough consideration of the subject and without a realization that his action is of his own free will and that there is no feeling of coercion.

No Use for the Big Stick

"We do not believe in Sunday-school methods, nor do we believe in the big stick. By refusing to insist that any action be unanimous, we are certain that anyone who signs a statement is in whole-hearted agreement with it.

"As might be expected in any industry, we occasionally get information that an agreement is being violated by some signer. In ninety-nine cases out of every hundred we have found that reported violations are based on nothing more solid than salesmen's alibis, by buyers working one salesman against another, or some other similar situation.

"If a violation is reported we go to the member who is supposed to have stepped over the traces and tell him frankly that a complaint has been made. We give him a complete report, with the name of the member who has reported the violation.

"Recently, we had a case where a manufacturer stepped out of line and thereby precipitated a general stampede. We held a meeting with the stampeding group and the first manufacturer admitted that four of his salesmen, because of the fact that they weren't getting the business, had convinced him that two of his competitors had an inside track and were enjoying velvet that he could not get.

"This situation is typical of what often happens. The so-called advantages were merely salesmen's alibis and had no basis of actual facts.

"It is my belief that such situ-

ations at the present time are of actual benefit because when we prove to members that most of the rumors they hear are absurd and unfounded, we are doing an educational job that should gradually eliminate belief in rumors."

I asked Mr. Gooch about conventions.

He replied, "We believe that much more can be accomplished by regional meetings than by conventions. Therefore, we have a regional set-up with group meetings once a month which are attended by a member of the management. After all, most trade problems are regional in nature and where they are not, the management can serve as a connecting link or as a mirror to reflect country-wide opinions and actions.

"In addition we have our 'Institute Letter' which is sent to all members and also to a number of non-members. In all of our efforts we try to take our non-members into our confidence. In fact, frequently we invite non-members to attend our meetings so that they may know everything that is going on.

"Of course there are certain problems which are strictly Institute problems and there is no point to broadcasting these. As a general thing, however, news of what we are doing is of interest to the industry generally and we feel that we can accomplish more with the support of the industry than without it."

Only Four Men on the Management Staff

Mr. Gooch also pointed out that the Institute does not do business by committees nor does it believe in a large central organization staff. As a matter of fact, the management staff of the Institute is made up of four men, all from outside the industry and with no preconceived notions of how things should be done.

While all the members of the Institute assume a surprisingly liberal attitude toward non-members, there is no feeling that any manufacturer has to hold the umbrella over any others. One of the reasons for the

flexible operation of this group is that this feeling shall be removed.

The plan of the Candy Institute undoubtedly has certain weaknesses but, on the other hand, it has the undeniable strength of flexibility and the great advantage of putting leadership squarely up to the leaders.

It is pretty obvious in going over the business history of the last few years that a lot of time has been wasted talking about reform, while everybody waited for somebody else to start the reform. In a condition of this kind, it is only to be expected that the advertising allowance should grow into the evil that it is, that price structures should be shattered almost beyond recognition and that inside discounts and free deals should run rampant.

Here and there there have been manufacturers who have had the courage to stand out against these trade evils and who have succeeded. In both the grocery and drug fields, today, there are plenty of manufacturers in strong positions who have maintained their positions without the use of advertising allowances or any other form of disguised commercial bribes.

A step below these are other manufacturers who, while they recognize the evils inherent in certain trade practices, have indulged in them defensively. On a step considerably below these are those manufacturers who indulge in the evils without caring—and these are the companies which so often have set the tone for entire industries.

Isn't it about time for the leaders in our major industries to try a co-operative experiment similar to

that which has been worked by the Candy Institute? The actual details of the plan, of course, would vary by industries. What works in the candy industry might not work in the grocery field, but the broad basic principle should work. At least, there is no reason why it should not be tried.

During the last twenty years the trade association movement has grown to unusual size. It has received the endorsement of the President of the United States. Yet only the most optimistic optimist would maintain that it has lived fully up to its opportunities.

With business in a state of flux, there is plenty of room for experimentation. Certain methods have proved to be failures.

It has been proved that coercion won't work. It has been proved that it is impossible to get a unanimity of opinion in an industry except for almost wholly superficial matters. It has been proved that the endeavor to get such unanimity produces only delay which, as a rule, leads to an increase in evils which should be corrected rather than a decrease.

Perhaps the next step in co-operative trade movements is the building of an industrial aristocracy—an aristocracy which is willing to assume leadership with its rewards and its penalties.

In many industries the old schemes have failed. In casting these aside as failures, there is a splendid opportunity to experiment with the idea of an aristocracy of leadership.

In other words, it's time for the leaders to assume their leadership.

Hanson Again with Small, Spencer & Brewer

Harris Hanson, for many years with Small, Spencer & Brewer, Inc., publishers' representative, has again joined that organization. He will be located at the Chicago office.

Sears Advances Jeran

N. W. Jeran has been appointed general assistant to D. M. Nelson, vice-president in charge of merchandising of Sears, Roebuck & Company. Mr. Jeran was previously manager of the Chicago retail district.

A. F. A. to Meet at Grand Rapids

Grand Rapids, Mich., has been chosen as the meeting place for the 1933 convention of the Advertising Federation of America. It is planned to hold the convention some time during the latter part of June.

Oakland "Post-Enquirer" Appoints Paul Block

The Oakland, Calif., *Post-Enquirer* has appointed Paul Block and Associates as its national advertising representatives.

Jan. 1

In

38 Con
Leaders
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AmericaThe Ind
sell it s
for you.

TH

Dan A.

In Indianapolis - - -

It's The News!



Advertising Linage for 1932

Retail Display Advertising

The News (6 day)	5,783,579
2nd Paper (7 day)	4,173,979
3rd Paper (6 day)	2,916,353

The News carried 44.9 per cent of all
Retail Advertising.

General Display Advertising

The News (6 day)	2,042,326
2nd Paper (7 day)	1,182,050
3rd Paper (6 day)	762,738

The News carried 51.2 per cent of all
General Advertising.

38 Consecutive Years of Advertising
Leadership in The Indianapolis Radi-
us . . . One of The Major Markets of
America.

The Indianapolis News, alone, will
sell it profitably and economically
for you.

Automotive Display Advertising

The News (6 day)	702,463
2nd Paper (7 day)	544,707
3rd Paper (6 day)	247,606

The News carried 46.9 per cent of all
Automotive Advertising.

Financial Display Advertising

The News (6 day)	162,601
2nd Paper (7 day)	225,184
3rd Paper (6 day)	121,764

The News carried 31.1 per cent of all
Financial Advertising.

Total Display Advertising

The News (6 day)	8,690,969
2nd Paper (7 day)	6,125,920
3rd Paper (6 day)	4,048,461

The News carried 46 per cent of all Dis-
play Advertising for the year of 1932.

(Authority, Media Records)

THE INDIANAPOLIS NEWS

SELLS THE INDIANAPOLIS RADIUS

New York

Dan A. Carroll, 110 E. 42nd St.

Chicago

J. E. Lutz, 180 N. Michigan Ave.

STRE

In the selection of a publication as a key advertising medium, whether it alone will be used or whether it heads a list of publications, editorial strength should be the first consideration.

For editorial strength determines the type, influence and the responsiveness of a publication's readers.

Collier's is read today with an intensity of interest which has no parallel among publications of large circulation.

It fights for those things which it believes to

we believe that in Collier's a new leader has appeared among magazines—a leader, designated such by a modern-minded American public.

THE CROWELL PUBLISHING COMPANY

RENGTH

a key to the best interests of the American people. Its aggressiveness it has made enemies. And it has won the loyal support of newspapers, tailors, sales managers, executives and millions of aggressive, youthful, active, open-minded people.

What appears in Collier's is the theme of American thinking.

To the advertiser, Collier's offers the key publication and, in many instances, the only publication needed to influence American buying.

Collier's

THE NATIONAL WEEKLY



Quality and Quantity

76%
HOME
DELIVERED

IN these days of economy, when advertisers are watching expenditures and checking results more carefully than ever before, circulation facts about advertising mediums are of paramount importance. For, leading newspaper advertisers demand that their sales messages be placed, not only before the greatest possible number of all the people but also before the greatest number of those in the higher income groups.

The Detroit News with its circulation concentrated in the home is now, as always, the best medium for placing your sales arguments and announcements before the entire family council. No other Detroit newspaper has so great a total circulation; no other Detroit newspaper delivers so great a portion (76%) of its circulation to the home, and no other Detroit newspaper reaches so many (71%) of the financially able homes . . . those that have annual incomes of \$3,000 and over . . . those who are able to buy NOW!

The Detroit News

THE HOME NEWSPAPER

Chicago Office
J. E. LUTZ

New York Office
I. A. KLEIN, Inc.

Advertising Advice to Beer Makers

A British Editor Has Some Fun and Incidentally Preaches an Important Sermon

WHEN the editor of *Advertiser's Weekly* of London does a little jesting in print and finds he is taken seriously, his pride as a humorist is hurt. He tells his readers this frankly, then goes back to the hard task of being a humorist with speed and much dexterity.

He outlined some time ago an advertising campaign for beer, based on its health-giving properties. "We confess we thought it funny," he says, "that beer should be sold as if it were a patent medicine. Apparently it wasn't funny at all, for some months later we had the mortification of seeing our jest taken seriously."

So the editor comes back at the beer barons with some more suggestions prepared for him by Alfred Pemberton, Ltd. They are humorous suggestions with a big dash of sarcasm.

In view of the fact that American beer as an advertiser is just around the corner, these ideas, exaggerated as they are, have a warning and a serious wallop, packed with their British terms and phrases. They follow:

Idea 1. Encourage Home Drinking

Policy.—Here, directed to women, a distinctly slushy sob-appeal is strongly recommended. Rattle away on the heart-strings; broken home life when husband is a confirmed pub-crawler; danger of outside vices (darts, billiards, shove-ha'penny, dominoes, etc.); kids lack father-love; impossibility of keeping house clean—trousers turn-ups always scattering sawdust about; nasty comments of neighbors; and that sort of thing.

Illustration.—Thoroughly moth-eaten looking wife sitting at home anxiously waiting for the old man. Honeymoon pictures on lap. Little laughing demon perched on her left shoulder is pointing at clock, which shows one o'clock. Scene flanked by whopping big reproduction of bottle of Happyhome Ale being poured into a moustache-cup upon

which the following headline appears:

With Beer at Home He'll Never Roam.

Copy.—"Win back the love you're missing. Watch it ooze out



Photo—Criterion Photocraft

of his face tomorrow when he sees the new fireside decorations. See him smile. And rub his hands. And lick his lips.

"Twelve sparkling Happyhomes. Big pint bottles gleaming in the cheery fire sparkle, each ruby label a passport to his heart. No more loneliness. From now on the old home will echo with his merry guzzlings. He'll adore you!

"Six a day. Five for him and one for you. Every day. Keep him home with Happyhome."

Idea 2. The Thrift Appeal

Policy.—In this case you bang home the advantages of the two-pence-on-the-bottle policy.

Here the brewer issues special Home Saving Crates to consumers.

Say of six-dozen bottles' capacity ($12 \times 2 = 24$; $24d. = 2s.$; $2s. \times 6 = 12s.$; pardon my mathematics), that is, to hold twelve bobs' worth of empties.

A valuable selling point can be secured by introducing a double-purpose type of crate. Maybe a bookcase or a cradle.

The idea behind this idea is that when the crate gets its full load of twopenny passengers aboard, the brewers' vanman calls round to the house and gives in exchange a dozen full bottles.

So although the customer has been lading out an extra twopence a time right through the period during which the original six dozen were bought he never gets a bean back. See?

And the brewer not only keeps his sales going, but he gets the interest-free use of additional working capital. From all the twopences. See?

Moreover, as this is essentially a brewery-to-consumer scheme, he also pockets the middleman's profit.

Illustration.—Large photograph of bottle with "Save me. I am worth 2d." clearly shown on the label. Small line drawings of various styles of Home Saving Crates grouped round center sketch of uniformed vanman delivering at hall door.

Copy.—"Be sure of next week's beer.

"Every empty Thrift Ale bottle is worth twopence in good beer. Store them in one of our Home Saving Crates and when you've six dozen we will exchange them for twelve full bottles.

"Guard against beerless nights. A lost purse—a favorite down the course—bandits—a thousand reasons may find you without ready beer money when the last cork is drawn.

"Don't fritter away your empties in ones and twos, but write today for a Solid Oak Home Saving Crate—a piece of furniture you'll be proud of."

(Include coupon so that all the rigmarole can be applied for.)

Idea 3. Beer vs. Water

Policy.—Here you smash away at the appalling defects of water in comparison with beer. This idea is fairly elastic and can be applied to other liquids such as creosote, paraffin, castor oil, and so on.

In the water series we strongly advise that each advertisement should be planned to deal with one distinct class of water. Sea-dill-bath-lavender-rain and the ordinary drinking kind would provide a useful short series of six. Here we propose to deal only with the example of seawater.

Illustration.—Large picture of bottle. (Don't ever forget this!) Three driven-mad-by-thirst men in open boat surrounded by sea. Reflection of boat in water forms, very ingeniously, words and figures giving the gallonage of some oceans. Pacific—so many more million gals. Like that. This is a job for a really and truly good artist.

Copy.—"One Bottle of Lifesaver Is Better Than a Billion Gallons of Water.

"Drink beer—the life saver! The sea drowns people. But does beer? The sea is alive with slimy fish. Beer is pure!

"The sea makes you sick without drinking a drop. You can drink lots of beer before that happens. Ships sail on the sea; but sailors sail on beer. Beer wins every time. Every time!

"Drink plenty of Lifesaver Bottled Ale!"

Changes in Grigsby-Grunow

Ray Erlandson, formerly assistant sales manager of the radio division of the Grigsby-Grunow Company, Chicago, has been made sales manager of the auto-radio division, where he will devote his time to developing sales for the new Motor Majestic refrigerator. A. A. Trostler succeeds him as assistant sales manager of the radio division.

Selig Has Own Business

John J. Selig, Jr., for the last two years advertising manager and director of publicity of the Englander Spring Bed Company, New York, has established his own advertising business under the name of Selig for Sales, at 100 West 32nd Street, New York. The new agency will direct the advertising account of the Englander company.

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This Label Has Convenience and Sales Appeal

Pequot Decides to Help the Consumer as Well as to Identify Product

THE most recent attempt to do something different in the merchandising of sheets is the idea which Pequot Mills feature in their consumer advertising starting this month. For years woven labels have been placed at the bottom of the hems, but, in the area of a sheet, such identification becomes lost.

Dwight Anchor conceived the idea of putting these labels to practical use. It printed "date" on them so that the housewife could follow a cue long used by hotels and other large institutions, to date the sheet and always know how long it has been in use. But Pequot wanted to initiate something that would be even more useful in its frequency of helpfulness.

Clinton B. Tooley, director of sales promotion, felt there was the source of a worth-while idea in adapting the label to greater usefulness. A number of suggestions were considered. From them emerged one so simple that, as frequently happens, the wonder is that it was so long in revealing itself. Several letters from consumers introduced the idea.

The labels were moved from the bottom of the hem and, instead, sewed on as tabs. Each tab is given a different color to identify the width of the sheet to which it is attached. On one side the width is given in inches and, on the other, it is stated whether the sheet is for a single bed, a twin bed or a full-size bed.

In this way a housewife has only to look at her supply of bed linen in the linen closet to determine what width sheet she wishes to use. This does away with the annoyance that results when a sheet is opened, say for a twin bed, only to find it is a full-size bed sheet.

So much for its usefulness in the home. The tab has further value in sales promotion as an advertising theme. Pequot sheets with the tabs lend themselves to counter display,

excite prospects' curiosity and give sales clerks an interesting talking point.

A small consumer test to determine whether the tab would win

Only Pequot
gives you
these two
EXTRAS



EXTRA CONVENIENCE

This little cloth Quick-Pick tab (patent pending) shows you the width of each sheet—even when the sheets are up on the shelf!



approval quickly supplied an affirmative answer. As a test the sheets with the tabs were first offered to selected large department stores. These stores, selected from among those which could give the sheet significant promotion, were enthusiastic, as was evidenced by the space they gave the sheets in display and store advertising. As soon as production got fully under

way, the tabbed sheets became available to all stores.

Business-paper copy, starting this month, carries full-page announcements to the trade, which is told that here is an opportunity to put news into sheet sales. Consumer magazine advertising also starts this month, featuring the tab and

the result of a test conducted to determine the strongest sheet as regards durability and wearing qualities.

What is especially important is the fact that the new idea is paying for itself, through economies in finishing and labeling costs made possible by the new method.

Fewer Publications

THE passing of 1932 reduced the ranks of publications in the United States and Canada by eighty-two publications. The 1933 issue of "N. W. Ayer & Son's Directory of Newspapers and Periodicals" lists a total of 21,109 publications at the close of 1932, a decline of 4 per cent from the beginning of the year, as against a loss of 3 per cent during 1931.

The high-water mark was established in 1917, when a total of 24,868 publications were in existence.

Newspapers enter 1933 with 2,368 dailies recorded, a drop of forty-

seven from the year previous. Weekly newspapers lost nine of their number, which, at the first of the year, stood at 11,970.

Business papers, as a group, showed little change. Slight gains were made in the listings of agricultural, financial, advertising, automobile and insurance publications. Drug, electrical, architecture, building and radio publications show a slight loss.

Due to changes in classifications, a break-down comparison of publications by monthly and weekly groups in the magazine field is not made feasible this year.

Martyn Publishes "News-Week"

T. J. C. Martyn, formerly foreign editor of *Time* and, more recently, with the *New York Times*, is president and publisher of *News-Week*, New York, publication of which will start February 17. Edward L. Rea is vice-president and director of advertising. S. T. Williamson is editor and J. L. Watkins is general promotion manager.

Bank Advances Easton

John M. Easton, who has had charge of advertising at the Northern Trust Company, Chicago, for the last six years, has been elected an officer of the bank with the title of advertising manager and director of publicity.

Has Pottery Account

The Onondaga Pottery Company, Syracuse, N. Y., has appointed the Syracuse office of Van Sant, Dugdale & Corner, Inc., to direct its advertising account.

Represents "Bradstreet's"

Bradstreet's Weekly, New York, has appointed Warwick S. Carpenter, publishers' representative, Santa Barbara, Calif., as its West Coast advertising representative.

New Movie Magazine

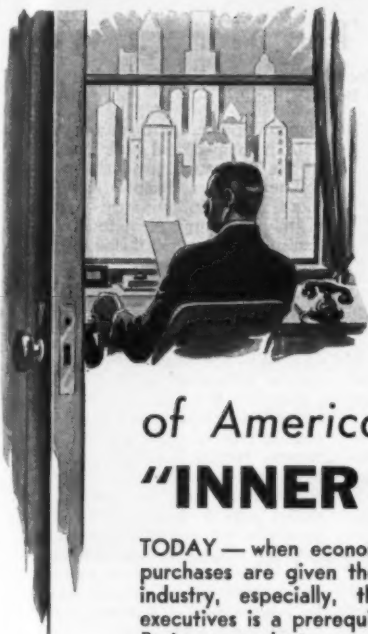
Shadoplay is a new motion picture magazine, published by *Photoplay*, New York. The new publication will sell for ten cents and will appear with a March issue out February 20. Kathryn Dougherty, publisher of *Photoplay*, will be publisher of *Shadoplay*. J. S. Tuomey will be business manager and William R. Rosengren, assistant business manager. William T. Walsh will be managing editor. Herbert J. Donohoe will be Eastern advertising manager and Curtis J. Harrison, Western advertising manager. Ivan St. Johns will act as Pacific Coast editor with headquarters at Hollywood, Calif.

Heads Detroit Magazine Club

Jack Henderson, of the Crowell Publishing Company, has been elected president of the Magazine Club of Detroit. Other officers include: Vice-president, C. C. Ryan, *American Boy*; secretary, Edgar T. Coombs, *Condé Nast Publications*; and treasurer, Robert P. Stewart, *National Geographic Magazine*.

Joins Art Process Displays

Barton E. Schwarz, for the last five years with Ivel Displays, Inc., has joined the staff of Art Process Displays, Inc., in a sales capacity. He was at one time with the Federal Advertising Agency.



Beyond THE Portals of America's Executive "INNER SHRINE"

TODAY — when economies are so necessary — all purchases are given the most careful scrutiny. In industry, especially, the approval of important executives is a prerequisite to profitable sales . . . Business products or services must now be sold from the top down!

In Bradstreet's Weekly, you have at your command an advertising "key" that will open the way to direct contact with these final-authority men. We are prepared to furnish convincing evidence in support of this claim to all interested advertisers and agencies.

Bradstreet's

A Business Direct Weekly

Published by

THE BRADSTREET COMPANY

Since 1849 America's Leading Credit Rating Bureau

148 Lafayette Street, New York

Midwestern Advertising Representatives

BLANCHARD-NICHOLS-COLEMAN & JOHNSTON

Palmolive Building, Chicago

Pacific Coast

WARWICK S. CARPENTER

29 East De La Guerra St., Santa Barbara, Calif.

Open Display: The Modern Way

Retailers Started It and Now the Manufacturer Has Developed It as One of His Best Selling Aids

CURTICE BROTHERS COMPANY
Blue Label Foods
ROCHESTER, N. Y.

Editor of *PRINTERS' INK*:

From time to time there has appeared in *PRINTERS' INK* information on the use of open displays. As we are contemplating the use of this type of display, we would like very much to have any information that you can give us on the results obtained by organizations using this form of sales promotion activity.

J. P. HARDING,
Sales Promotion Department.

OPEN display, the oldest method of displaying merchandise, has become the most modern.

Borrowing a leaf from Woolworth and other successful merchandisers, the grocery chains have adopted open display methods wholeheartedly. The ultimate development of this, of course, is to be found in the self-service store where, theoretically, at least, the merchandise on display is supposed to sell itself. Here servicing is cut to a minimum and the products themselves have to stand on their own feet.

While the impetus for open display came largely from the retailers, and more particularly from the large chains, manufacturers were quick to see the opportunities of tying up with the movement.

Various devices are used but most of them shake down to the creation of some kind of fixture or table that the dealer can use.

General Foods, for instance, has furnished dealers with a bin to be placed on the store floor. The company does not try to get this display piece exclusively for itself but gives it to the dealer with an agreement that he will devote the fixture exclusively to General Foods products for a certain number of days each month.

Other manufacturers have endeavored to tie the open display idea exclusively to their products.

The display racks used by the large biscuit companies are an example of this. These are carefully prepared and are labeled with the

company name. On them are placed both individual and bulk packages of the company's products.

The biscuit companies have been more successful with this type of display than any other food manufacturers because the biscuit department is a definite department in the retail store and the dealer is quite willing to give the company exclusive rights to a certain section of his space and welcomes the solution offered by the manufacturer for his display difficulties.

Recently there has been an interesting development toward the jumble type of display. Manufacturers furnish small baskets or cardboard tubs which are placed on the counter and into which the dealer puts a dozen or so of the products, not in military array, but jumbled about in an inviting manner. This method differs markedly from regularity of display adopted by other types of fixtures but has proved quite successful.

The manufacturer who wishes to get results in fixtures must observe certain rules. He should be careful not to try to get for his exclusive use too large a space in the store or on the counter. He should demonstrate clearly to the dealer the advantages of using his particular fixture for his product. Many times he should be perfectly willing to have the display used for other products so long as he gets exclusive showing for a certain amount of time agreed upon with the dealer.

The development of open display has thrown an added burden in the package particularly in the self-service stores. Some manufacturers have created containers that are planned specially to be so closely related that when shown in the store they create the effect of related mass display. Other devices are being tried to make the container fit into open display and this has had a good effect in the grocery field where package design has lagged.—[Ed. *PRINTERS' INK*.

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in RETAIL ADVERTISING
in GENERAL ADVERTISING
in AUTOMOTIVE
ADVERTISING
in TOTAL DISPLAY
ADVERTISING and
in TOTAL ADVERTISING

1932 closed a quarter of a century of undisputed Times-Star leadership. Continuously for twenty-five years the Times-Star has published more advertising than any other Cincinnati newspaper, verifying public confidence, reader acceptance, prestige and influence. It clearly shows an outstanding, adequate medium . . . the exclusive choice of the majority of advertisers. In Cincinnati the Times-Star does the job **ALONE**.

CINCINNATI TIMES-STAR

HULBERT TAFT
President and Editor-in-Chief

Eastern Representative
MARTIN L. MARSH
60 East 42nd Street
New York

Western Representative
KELLOGG M. PATTERSON
333 N. Michigan Ave.
Chicago

Concentrate in the Market of ACTIVE WEALTH



For 1933 many important advertisers are employing selective class magazine circulation representing the highest incomes... the active wealth... the highest standards of living.

THE STUYVESANT GROUP—Harper's Bazaar, Town & Country, and Home & Field—embraces a market of selected families distinguished for fashion... for social and smart home interests... for ability to purchase... for their exacting taste and wide range of requirements.

Their activity is being reflected now in the sales made in motor salons; in travel to the winter resorts of Europe and America; in patronage of exclusive fashion shops; in the purchase of seasonal sports equipment; in plans for home construction and renovation; in the selection of the new and good in decorating, furnishing, and gardening.

Insure the dependability and stability of your advertising investment in 1933 by using THE STUYVESANT GROUP.

THE STUYVESANT GROUP

Members of the Audit Bureau of Circulation

Laurence A. Weaver
Director Group Sales

572 Madison Ave.
New York City

Knitted-in Identification Lifts Pioneer Product's Sales

How a Maker of Socks Utilizes a New Package and New Approach to
Overcome Competition

A NEW package and a new method of identification within two months after their introduction raised the sales volume for Nelson Original Rockford Socks to the highest point it had reached for a similar period since 1926.

"The history of the Nelson Knitting Company," said Thomas J. Floden, treasurer and general manager of the company, "dates back to 1880 when the firm was incorporated, although it had been operating under another name since 1876. In May, 1932, executives of the company decided to employ marketing and merchandising counsel in order to make a more definite and effective effort to combat increasing competition and to regain for our product the individual and unmistakable identity which it enjoyed back in the early days when it was pioneered by this company.

"The company, like many other pioneers, during late years had seen its trade name become so generic in nature that other manufacturers were cashing in on it although it rightfully and exclusively belonged only to us.

"After a thorough survey our counsel made two major recommendations.

"First, that a permanent identifying mark be created for the product.

"Second, that the product should be packaged in display boxes rather than in bundles as had been the custom since the introduction of this type of sock back in 1876.

"In working out a suitable answer to the first recommendation, it was obvious that such commonplace means of identification as toe

stickers, rider tickets, and transfers would not constitute permanent identification because these marks are either torn off or washed out when used by the consumer.



*** PATENTED**
*** PERMANENT**

IDENTIFICATION

... means extra DOLLARS for you!

It means extra dollars to your pocket so by selling the correct sock with the permanent, permanent, De Tec Tip identification becomes:

- * It is the correct sock that carries the name "De Tec Tip."
- * These better socks are better than any other in the market and they mean greater for you, longer wear.
- * The guarantee is permanent against substitution of inferior, of lower quality.
- * These new permanent socks are made in every country and every country's name.

Identify the sock! That's the outstanding thing about Nelson De Tec Tip.

Nelson ORIGINAL ROCKFORD Socks

EXTRA DOLLARS FROM DISPLAY PACKING, TOO!

New display packages mean marked sales and greater profit because a sock, made by the Nelson Knitting Company, is easily identified by the De Tec Tip. Large number of socks are shown in the display package. Write us today for more details. Buy 1000. Write us at once.

The New Means of Identification and New Package Were Featured to the Trade

Knitted-in identification, then, seemed to be the only logical answer to the problem.

"This led immediately to another problem. Stripes and bands of yarn in contrasting color in sock tops, as well as in the toes and feet, were already in use by other manufacturers. It was perfectly clear, because of this fact, that if similar identifying marks were used by us more, rather than less, confusion would exist.

"This is the history behind the development of De Tec Tip—the distinctive web of colored yarn knitted

into the heel of our socks. Having a distinctive shape, design registration was secured in the patent office. Because no other manufacturer had made attempts to identify his product by placing a distinguishing mark in the heel, the perplexing problem of permanent identification had been answered. The reddish-orange yarn of De Tec Tip is color-fast and will not wash or fade out.

Solving the Packaging Problem

"The answer to the second recommendation, that of placing the product in display boxes, at first appeared impractical because on a product that sells to the jobber at an average price of 80 cents per dozen, a very small margin remains for the cost of packaging. It was relatively simple to develop a display package with the exception that an end opening top was necessary in order to display De Tec Tip, the new identifying mark. Eventually a method was worked out which was so unusual that the company subsequently made application to the patent office for protection on it."

The new display carton is of a heavy fibre board with a special folding end that can be lifted back so that the socks are displayed with the identifying mark toward the consumer. In addition the folded-up ends make an attractive display feature.

"After the original dummy had been prepared for the new package and all possible economies made on it," continued Mr. Floden, "it was found that the cost of the display boxes themselves, although greater in first costs, was actually no greater than that of bundle-packages because of the economies effected through simplification of the working routine in the package department."

"On October 1, 1932, news of the two new exclusive features, identification and display boxes, went out to dealers and jobbers through trade advertising."

The advertising spotlighted the identification and featured the display by means of silhouetted illustrations. In the copy the company

not only mentioned the new features but also emphasized other sales-making points which dealers could use.

"We flooded the trade with a tabloid newspaper, 'The Nelson News,'" said Mr. Floden. "New price cards, a complete departure from the conventional type of cards, were enclosed with mailings of the new boxes to the most important jobbing accounts. Knocked down display boxes, together with representative samples of the new socks were mailed to accounts of lesser importance. At the last moment before the campaign broke, telegrams were sent to the hosiery buyers in the more important jobbing houses."

"The total effect of this barrage was that the whole trade was covered quickly, completely and effectively."

"In addition the company is furnishing, free of charge, sales-making mailing pieces, imprinted with jobber's name, to jobbers for dealer mailings. Merchandising helps and new selling ideas have been prepared to aid dealers and jobbers in boosting sales."

"The sales volume has been mounting steadily and the fact that November was the biggest November since 1926 bears evidence of the stimulus which these changes have given to sales. More important still is the fact that business increased on the three higher-priced numbers which comprised the De Tec Tip line, thus accomplishing our original objectives of simplifying our line and forcing trading up."

Jobbers Are Taking to the Changes

"Of course there were some jobbers who at first weren't willing to accept such a radical step, but the ensuing months have seen many of these jobbers change their minds and today the big demand is for the display-box-pack, De Tec Tip—identified style."

"We feel that what our company has accomplished by throwing aside traditional trade practices proves that it pays to keep on pioneering in order to cope with changing market trends."

INDUSTRY . . .

in Louisville

\$1,352,492 EXPANSION IN CITY PLANTS IN '32

2,612 Workers Added As In- dustrial Position Praised.

Capital amounting to \$1,352,492.55 was invested in Louisville industries during 1932, producing an additional annual payroll of \$1,426,197.80 for 2,612 workers, of whom 1,268 are male. Frank B. Ayres, secretary, disclosed in the annual report of the Louisville Industrial Foundation.

The industries expanding their facilities were the American Cigar Company, the American Tobacco Company, the Axton-Fisher Tobacco Company, the Brown-Williamson Tobacco Company, Corhart Refractories Company, Douglas Manufacturing Company, Enro Shirt Company, Falls City Ice and Beverage Company, Falls City Tobacco Company, Henry Fischer Packing Company, General Shoe Lace Company, Hampton Cracker Company, Kentucky Macaroni Company and the Koch Auto Electric Company. The increased production amounted to \$7,658,000, for which 1,172,000 square feet of space was added.

Mr Ayres pointed out that these industries were able to take up some of the slack from other lines, lessening the impact of the depression, giving Louisville "an enviable position as compared to the situation prevailing in most industrial communities. Looking at the future on a long-time basis, it is felt that Louisville industrially will continue building upon the solid achievements of the past," he concluded.



Greater Louisville and its rich diversified market. KENTUCKIANA can be effectively reached at one low cost only through one medium—

THE COURIER-JOURNAL THE LOUISVILLE TIMES

Major Market Newspapers, Inc. -:- Audit Bureau of Circulations
REPRESENTED NATIONALLY BY THE BECKWITH SPECIAL AGENCY

Human Interest in the Catalog

Ward Spring and Summer Book Has Full Page Pictures Emphasizing Thrift Idea

IN the spring and summer catalog of Montgomery Ward & Company—an advance copy of which has been sent to **PRINTERS' INK** by Walter Hoving, vice-president of that organization—there is a bold attempt made to dramatize thrift in a way that goes counter to all mail-order tradition.

Tradition doesn't seem to be bothering Ward's much these days anyway since the present management took hold and each successive catalog seems to be progressing more and more along the idea that mail-order selling, venerable though it is, can respond profitably to thoroughly modernistic treatment.

The front page of cover in the spring and summer book is a reproduction of a painting by M. Leone Bracker which presumes to show that thrift is the watchword of all classes of society now as never before.

The same general idea is carried out through the book in a series of full-page illustrations (one of them being reproduced here) of paintings made by Mr. Bracker tending to show the catalog's influence in inculcating thrift from childhood to old age.

A hard-boiled catalog analyst might, in studying these well-done illustrations, be tempted to remark that Mr. Bracker would have done a better job if he had made his

subjects just a bit less joyful and exuberant. Every one of them is smiling broadly just as if he had not a care in all the world. There must be a great deal of unalloyed happiness and delight in the practice of thrift and even more in the finding of ways to put it into effect.



Some day this eternal smile is going to be missing from advertising art and the art will be all the better for it.

But let's not be too straightlaced and pedantic. The Ward organization has a good idea here which is going to be effective even though it is just a bit smeary in its application.

Appoints A. B. Grant

Alan B. Grant, at one time with the *American Legion Monthly* and, later, with the Man Story Group, has been appointed advertising manager of the Magazine Publishing Group, New York.

Joins New York Printer

Harry Wolfe, for the last ten years secretary and sales manager of Stettiner Brothers, Inc., has joined the staff of Davis, Delaney & Harris, Inc., New York printer.



THE EXAMINER IS THE **FOUNDATION** OF ANY ADVERTISING CAMPAIGN IN NORTHERN CALIFORNIA

1 The largest circulation of any newspaper in Northern California.

2 The greatest home delivered circulation of any newspaper in Northern California.

3 Leadership for 37 consecutive years in circulation, national, local, classified and total advertising.

4 Used alone or as a base in combination with other newspapers gives a greater and more economical coverage of Northern California.

HOW WELL DO YOU KNOW THE COAST

SAN FRANCISCO EXAMINER

REPRESENTED NATIONALLY BY THE RODNEY E. BOONE ORGANIZATION

Every woman LEADS A

SINCE the dawn of history men have never ceased to marvel at the moods of women. It is astonishing how many different people are rolled into one to make the average wife.

Why is Mrs. Smith unmoved by Mrs. Jones's florid description of her new vacuum cleaner? Because Mrs. Jones was so careless as to time her remarks when Mrs. Smith, in an aesthetic mood, was pondering the advisability of trying a new kind of beauty treatment. Practical things like vacuum cleaners were not interesting to her at that moment. Just as, at another time, the subject of beauty treatments will seem unimportant to her if she happens to be mentally mixing muffins.

For every woman leads a triple life. As far as her moods are concerned, she is at least three women rolled into one. And these moods fall under three main classifications:

First, recreation and romance.

Second, her family life, her children.

Third, her person—her clothes, her skin, her figure.

The overcrowded modern life of woman and her instinct for order have compelled her to keep these things each in a separate mental compartment. That is why McCall's, in a brilliant new make-up, now arranges its contents according to these three main interests of a woman's life.

It is practically three magazines in



one. To meet woman's need for recreation and romance, McCall's has given her first a magazine of Fiction and News. Then comes a second four-color cover to mark the beginning of a magazine which meets her domestic moods and intensifies them—"McCall's Homemaking." Then, to satisfy her interest in her personal appearance, behind its own four-color cover comes McCall's Style and Beauty. All three, bound together as a unit, make up the new McCall's.

And what about Advertising? The new McCall's now offers to all advertisers the opportunity of a similar appropriate arrangement to the mutual advantage of its readers and sponsors. As in the modern department store, with like. It need be no say the right woman at the Radical? has never been may be sure McCall's through experience magazine of the greatest that modern the first new unprecedented the women as how right Magazine, New York City.

OS a TRIPLE LIFE



for recreation store, like things are grouped
is has given with like. In the new McCall's there
fiction and need be no fear that advertisers will
cond found say the right thing to the right
beginning of woman at the wrong time.

Radical? Only in the sense that it
has never been done before. But you
may be sure that we did not remake
McCall's this way before we knew
from experience that only such a
magazine of triple aspect could bring
the greatest help to the triple lives
that modern women lead. And after
the first new issue went on sale, an
unprecedented increase in letters from
the women on McCall Street told
us how right we were. McCall's
Magazine, 230 Park Avenue, New
York City.

The New
McCALL'S



New Product, New Plan Jump Sales of Entire Line

Jobber Co-operation Gets Results Even in Stagnant Market

By Guy Hutchinson

General Sales Manager, Hoffman Specialty Company, Inc.

IT is no secret that for three years the building industry has been in a state of general collapse. To the casual observer it would appear an uninviting and even hopeless setting into which to launch a new steam heating specialty.

Yet last fall, through a plan which enlisted jobber support, we have succeeded in not only selling a new product, but also in securing a more general recognition and acceptance for our whole line.

In view of the lack of new building and only minor activity in the modernization of old buildings, it was apparent that any volume for our new product must come at the expense of competitive merchandise. For this reason, our initial sales promotion was directed at the jobber, rather than attempting a dealer-to-consumer selling plan.

Our business was originally founded on the manufacture of a radiator air valve, further enlarged some years later by the development of a radiator vacuum valve. These valves convert the ordinary one-pipe steam system, so frequently found in residences and apartment buildings, into a vacuum system, which increases home comfort at reduced fuel expense.

While we made a large line of other heating specialties, the No. 2 Hoffman vacuum valve has always been our major seller. It is a quality product, selling at a comparatively high price. Although enjoying a large volume sale, the increasing popularity of vacuum heating and consequent growth of competition made it clear to us that a lower-priced valve was needed to widen our line.

Hence the creation of our new product—the "No. 77" Hoffman vacuum valve—built with all the basic features of our No. 2 valve, yet priced to meet competitive conditions.

We knew that run-of-mill introductory methods would not get us to first base with a sluggish and indifferent trade.

We did know, however, that jobbers' stocks were practically nil—at the lowest ebb in years. We knew that heating contractors would welcome a product that really lent persuasive force to arguments for modernizing work.

As the jobber is our sole distributing point, our first step was naturally to excite his interest. Secondly, his salesmen must also be stirred up to a point where they would single out our new valve for concentrated attention.

Bonus Offer for Jobber Co-operation

Our plans to secure jobber co-operation were built around a bonus offer for salesmen.

And, inasmuch as our new valve is called the "No. 77," our promotional material was developed to play up this number and thoroughly identify it in the minds of the jobber, his salesmen and the trade.

Before going into details of the Hoffman "77" Cash Dividend Offer, here is a good place to bring in the secondary promotional feature of the campaign. This phase was calculated to stimulate dealer buying of our complete line.

We have for a number of years been steadily developing a line of steam heating specialties other than radiator air and vacuum valves. These include radiator traps and feed valves, drip traps, quick vent valves, pumps, etc.

At this time we felt it necessary to impress more strongly on the jobbing and contracting trade, the fact that we were now a complete source of supply for steam heating equipment.

Heretofore, the gaps in our line of specialties have cost us sales,

because, rather than split an order for the equipment required on a steam heat job, the contractor would frequently throw the business to a competitor whose line was more complete.

Our twentieth anniversary provided a good background for this special announcement. We proposed to share profits with the heat-

them with his order for profit-sharing merchandise.

Now for the actual mechanics of our double-duty campaign. Direct mail carried the burden of the attack.

Mailing number one was an appetizer, a "Red Hot" letter that disclosed nothing except that in a few days we would announce news



A Cartoon from One of the Bulletins Used to Maintain Jobber Salesman Interest

ing contractor by allowing him to apply a certain percentage of all his purchases against a wide selection of personal and household merchandise.

Illustrations and descriptions of the 100 merchandise articles available were compiled in a twelve-page catalog, together with a complete explanation of the plan and rules applying thereto.

Briefly, the contractor was to be credited with six points for every \$1 worth of specialties purchased. To be sure that we would not be paying a premium on normal business, every contractor was required to accumulate 900 credit points before he could order his first merchandise dividend. For our further protection, the contractor had to secure invoices from his jobber for all Hoffman purchases and enclose

of the sensational "77." The copy played on the mystic and lucky significance of the number "7," showing an amusing tie-up between this figure and world events. This letter was typed on red paper with the edges charred all around. It went to a select list of heating contractors and to all jobbing houses carrying our products.

Two days later the second mailing went out, with varying enclosures. The mailing to contractors contained an 8½ by 11 inch, four-page circular and a price list. The circular was printed in special process and had clipped to it the red and blue glasses which give a three dimensional effect to this novel type of printing.

On the cover, headed "Hoffman Puts a New Kick in the Heating Business," two ballet dancers, by a

studied posing of arms, legs and bodies, formed the figure "77."

Page two of the circular was devoted to illustrations, mechanical features and applications of the new valve. On page three we announced our profit-sharing plan. Contractors were asked to return the enclosed postcard for their copy of the merchandise dividend catalog.

This same circular was sent to jobbers but with several notable additions. Enclosed with it was another four-page letter, with the inside pages devoted to an announcement of a cash dividend offer to jobbing salesmen.

By the terms of this offer, any salesman or counterman could win a \$77 prize if he sold seventy-seven dozen of No. 77 valves within seventy-seven days. Second and third place dividends of \$35 and \$15 were offered for selling fifty and twenty-five dozen valves respectively.

In the letter we told of our plans for quick distribution of our new valve. We asked the jobber's permission to enlist his men in our dividend offer. A postcard was enclosed with room for entering salesmen's names and addresses if the jobber was willing to let them try for a prize.

As a means of securing jobbers' maximum attention to this mailing, it was delivered by special messengers, with instructions to hand it to no one but the addressee in person.

Of a list of 800 jobbers, 387 returned cards, making our force of co-operating salesmen 2,008 strong.

These men were immediately rushed the same four-page circular containing details of the special dividend offer—with the front-page letter changed to fit their case.

Every Man Could Cash In

This offer was not a contest—and that, we believe, was the prime reason for the immediate acceptance of the idea among jobbers and their salesmen. Not just a limited number of top-notchers would benefit—every man was competing against himself only

and, with the liberal terms of the prize offer, stood to cash in, even if only moderately successful.

Too frequently sales promotional campaigns start out with a great shouting and loud "Hurrah, Boys," only to die of inanition before many weeks have passed. This campaign of ours had seventy-seven days—nearly three months—to run, and we were accordingly exceedingly anxious to fight off dry-rot.

Illustrated bulletins were detailed for the job, breezy, not too serious, yet each one with a definite sales thought injected into it. We certainly didn't want to fall into the common error of trying to be an inspirational and guiding light to the salesman—we didn't want to bore him; we wanted to make him think automatically and kindly of our new product whenever vacuum valves were mentioned.

Final Mailing in the Form of a Telegram

These bulletins were mailed out approximately two weeks apart, with the final mailing in the form of a telegram, urging a final clean-up of all orders. Jobbers themselves were also notified of the cash dividend offer's closing date, with the request that salesmen's report sheets be mailed in immediately following the closing date, so that prize checks could be distributed promptly.

The quick jobber response and widespread acceptance of our plan was very gratifying. And, of course, of major importance was the fact that No. 77 valves started moving out of our factory at an unlooked-for pace. Shortly after the plan went into operation we were three weeks behind on orders.

But here is the most important and encouraging consequence of the whole campaign. Our sales for September jumped 36 per cent over the same period in 1931—and the first twenty days of October showed a 51 per cent gain over the previous year. This sales increase was not on venting valves alone, but over the entire Hoffman line. The effect of our combined co-operative offer and profit-sharing plan was to start the trade think-

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ing, talking, and buying Hoffman, and started our business on a pronounced upswing.

You will recall that we did not make a general mailing of our twentieth anniversary profit-sharing premium catalog, but offered to send it to heating contractors upon request. We did make a special effort to get a widespread distribution of these books to interested contractors by the following method:

Each jobber's salesman on our list was urged to pick out his three best customers and explain to them the benefits of the profit-sharing plan. He could point out the fact that our line of specialties for one

and two-pipe steam and vacuum heating systems was now complete. He could show the advantages of purchasing from one source—of stock concentration and smaller investment. Plus the fact that every purchase made from us meant credit toward a selection of merchandise dividends.

To date we have reprinted premium catalogs twice, although we printed a liberal quantity initially. While the plan has been operating just a little over two months, we are now receiving orders for merchandise prizes from contractors who have already acquired more than the minimum number of required credits.

Mr. Presbrey and Shredded Wheat

FRANK PRESBREY Co.

NEW YORK.

Editor of PRINTERS' INK:

I am interested in the article which appears on page 90 of the January 5 issue of PRINTERS' INK, saying that "Mr. Emmett's retirement closes what might have grown into a remarkable record. Perhaps even now he holds the record for continuous servicing of one account by one agency man."

Far be it from me to detract anything from Mr. Emmett's record of long period of handling the Liggett & Myers account, but I personally took over the advertising of the Shredded Wheat account in 1904

and continued to handle it until Shredded Wheat was absorbed by the National Biscuit Company in 1929, and I still continued to handle the account after that for two years.

This makes a continuous term of service for one advertising agent to a client of twenty-six years. It beats Mr. Emmett's record of nineteen years.

I am sending you this information because the Schoolmaster wonders if Mr. Emmett's term of service makes a record and that is why on his invitation I am "speaking up."

FRANK PRESBREY.

Business Paper Group Appoints Mateer

H. W. Mateer, for the last thirteen years with the advertising staff of the McGraw-Hill Publishing Company, New York, recently as New York manager of *Electrical Merchandising* and *Radio Retailing*, has joined the Business News Publishing Company, Detroit. He will act as advertising manager of *Electric Refrigeration News*, *Refrigerated Food News* and "Refrigeration Directory and Market Data Book."

New Account to Tuthill

The Erskine Copper Radiator Corporation, New York, has appointed the Tuthill Advertising Agency, of that city, to direct its advertising account. Business papers will be used.

CBS Subsidiary to Handle Local Programs

Radio Sales, Inc., a subsidiary of the Columbia Broadcasting System, will offer a service to advertisers and advertising agencies on local studio and recorded programs over the following seven Columbia stations: WBBM, Chicago; WCCO, Minneapolis and St. Paul; KMOX, St. Louis; WISV, Washington; WBT, Charlotte; WKRC, Cincinnati, and WPG, Atlantic City.

The subsidiary centralizes services formerly offered by the New York and Chicago sales offices. These offices were in charge of Roger E. Vernon, in New York, and Robert B. Stephenson, in Chicago.

Mr. Vernon has been elected president of Radio Sales, Inc., and will be located in New York. Mr. Stephenson was elected vice-president, in charge of the Chicago office.

Hotel vs. Furnished Room

MRS. O'NEILL'S "large front room near bath for two r'fined gents" was the objective of attack in a recent advertisement for fifteen hotels in New York under the Knott Management Corporation. With prices for hotel accommodations down to rock bottom, this advertisement makes a bid for the furnished-room dweller with the following copy:

"Compare this bleak room with this cheerful house. It costs no more to live well! For what you now pay for a furnished room, and food indifferently cooked, you can live, and live well, in one of these modern hotels. The choice is yours. Check these prices against your 1933 budget and inspect these apartments today."

This copy theme is appropriately illustrated, while, below, boxes alternating in Ben Day and white are devoted to listing the prices of each individual hotel, including breakfast and dinner. Another interesting feature of the advertisement is the notation at the bottom: "Tear out and keep this advertisement for future reference."

A similar advertisement was run shortly after the appearance of this first one, this time the copy headline reading: "Take your choice. This crowded cafeteria?—or—This pleasant dining-room?"

This advertisement is co-operative in a sense because, although

all of the hotels mentioned are under one management, they are owned by various estates, or individuals who have placed their operation with the Knott Management Corporation, which, however, does

Take Your Choice




THIS crowded cafeteria? or THIS pleasant dining room?

For what you now pay for a furnished room, and food indifferently cooked, you can live in one of these modern, well appointed hotels. The choice is yours. Check these prices against your 1933 budget and inspect these apartments today!

'15 per week including breakfast & dinner Hotel ALBERT <small>University Pl. & 16th St.</small>	'15 per week including breakfast & dinner CORNISH ARMS <small>311 West 32nd Street</small>	'15 per week including breakfast & dinner Hotel EARLE <small>183 Waverly Place</small>
'21 per week including breakfast & dinner FOREST HILLS INN <small>Forest Hills, L. I.</small>	'21 per week including breakfast & dinner Hotel HOLLEY <small>21 W. 42nd St.</small>	'35 per week including breakfast & dinner Hotel IRVING <small>34 Gramercy Park South</small>

not use its name anywhere in the advertising.

Now that this challenge has been hurled at Mrs. O'Neill and her front room, what to do about it? Will some enterprising advertising agency organize an Anti-Passing of the Third Floor Back Association and get some furnished-room people to advertise back at the hotels? Maybe it's not a bad idea.

Don Patterson Appointed to Cincinnati "Post"

Don Patterson, until recently with the Chicago office of the national advertising department of the Scripps-Howard Newspapers, has been appointed national advertising manager of the Cincinnati *Post*.

Has Trailer Account

The Fruehauf Trailer Company, Detroit, has appointed Brooke, Smith & French, Inc., to direct its advertising.

L. D. Fernald Leaves "Family Circle"

L. D. Fernald has resigned as vice-president and general manager of the Evans Publishing Corporation, New York, publisher of *The Family Circle*.

Represents Houston "Post"

The Houston, Texas, *Post* has appointed the Texas Daily Press League as its national representative, effective February 1.

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Cut Waste First



These are the factors creating waste in advertising:
**FORCED COMBINATIONS . . . RURAL
SCATTERATION . PREMIUMS . CONTESTS
AND OTHER FORMS OF INFLATION**

Waste must go before profit can come.

Advertisers this year are more than ever before agitating against forced combinations, rural scatteration, premiums and other circulation inflation methods causing waste and excessive cost.

You have talked about waste circulation. In 1933, why not do something about it?

SCRIPPS · HOWARD NEWSPAPERS

MEMBERS OF THE UNITED PRESS . . . OF THE AUDIT BUREAU
OF CIRCULATIONS AND OF MEDIA RECORDS, INC.
NATIONAL ADVERTISING DEPARTMENT OF SCRIPPS · HOWARD
NEWSPAPERS, 230 PARK AVENUE, NEW YORK CITY

Cut Waste First



TWO

What have you done to eliminate waste?

Are you still using forced combinations? Are you still using newspapers with scattered, waste circulation? Are you still following habits of routine space buying formed in less critical years?

Do you, as a policy, tend to prefer those publications which have put themselves in line with the economic situation so that advertising dollars may be most profitably invested?

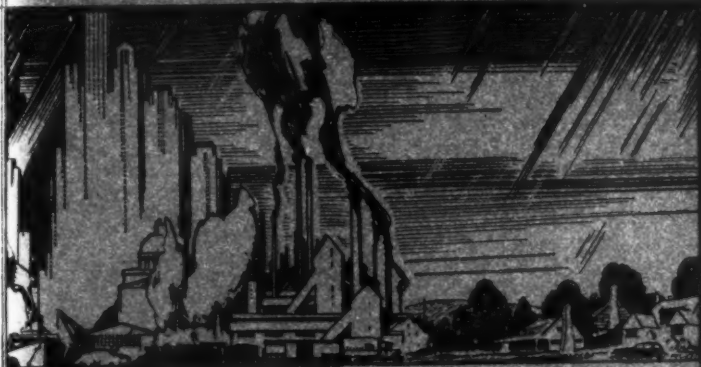
You cannot justly complain about costs of advertising... about inadequate response... unless you cut waste first.

Re-appraise the newspapers on your list. Concentrate where you can make the greatest profit. Put your advertising on the gold standard.



NATIONAL ADVERTISING DEPARTMENT
OF SCRIPPS-HOWARD NEWSPAPERS

Cut Waste First



Scripps-Howard Newspapers offer the highest concentration of circulation available in one unit for national advertisers.

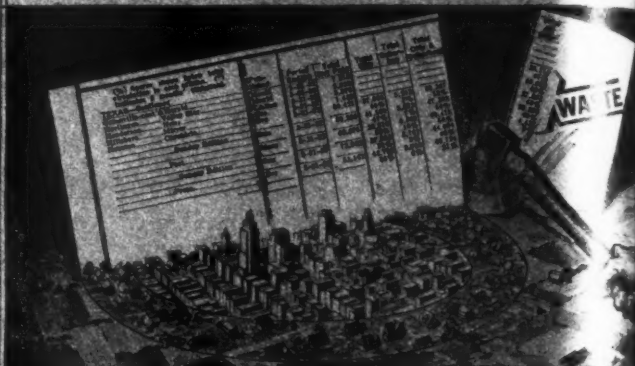
MORE THAN 2,000,000 CIRCULATION DAILY... CIRCULATION OF THE TYPE WHICH IS MOST VALUABLE FOR ADVERTISERS

Circulation inflation is shunned... forced combinations are taboo. And not one Scripps-Howard dollar is spent to invite circulation from beyond the standard trading area of each city. Concentrate your advertising where greatest profit can be made.

The pages which follow make clear how Scripps-Howard Newspapers help you to make a profit through the elimination of waste.

**NATIONAL ADVERTISING DEPARTMENT
OF SCRIPPS-HOWARD NEWSPAPERS**

Cut Waste First



The New York World-Telegram has the highest percentage of New York and trading territory concentration (least waste) of any New York newspaper.

Lowest general milline rate of any standard sized daily newspaper in the field . . . more than 400,000 circulation of the most profitable type . . . the largest evening quality circulation in the world's greatest market.

Concentrate your advertising where greatest profit can be made from sales.

New York World-Telegram

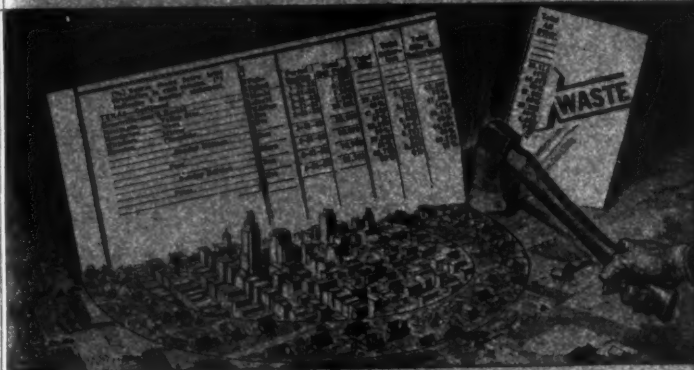
A Scripps-Howard Newspaper

NATIONAL ADVERTISING
DEPARTMENT OF
SCRIPPS-HOWARD
NEWSPAPERS
230 PARK AVENUE, N. Y. C.



MEMBER OF THE
PRESS . . . OF THE
BUREAU OF CIRCULATION
and of
MEDIA RECORD

Cut Waste First



The circulation of the Cleveland Press is 95% concentrated in the True Cleveland Market.

Here is a dominant evening newspaper which covers the Cleveland Market without waste.

The Press covers 85% of Cleveland families.

Food manufacturers are invited to write for information regarding the Cleveland Pantry Shelf Survey.

The Cleveland Press

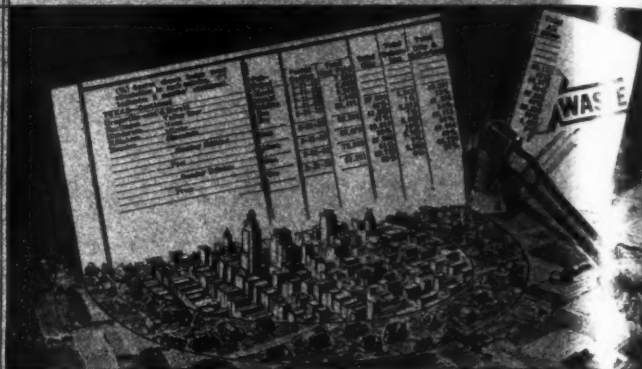
A Scripps-Howard Newspaper

NATIONAL ADVERTISING
DEPARTMENT OF
SCRIPPS-HOWARD
NEWSPAPERS
230 PARK AVENUE, N. Y. C.



MEMBER OF THE UNITED
PRESS . . . OF THE AUDIT
BUREAU OF CIRCULATIONS
and of
MEDIA RECORDS, INC.

Cut Waste First



An important step in cutting waste is to eliminate forced combinations from your list.

The circulation of the Baltimore Post is 97% concentrated in Baltimore and 99% concentrated in the standard A. B. C. trading area.

No circulation inflation . . . no forced combination . . . Baltimore's most efficient advertising medium.

133% increase in retail advertising for the Post during final quarter of 1932, leading the News by more than half a million lines.

The Baltimore Post

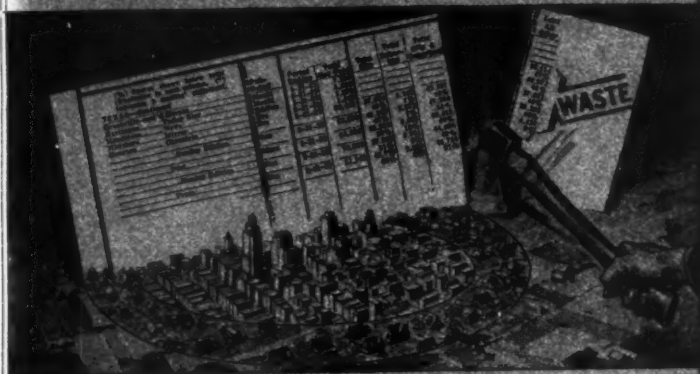
A Scripps-Howard Newspaper

NATIONAL ADVERTISING
DEPARTMENT OF
SCRIPPS-HOWARD
NEWSPAPERS
235 PARK AVENUE, N. Y. C.



MEMBER OF THE
PRESS . . . OF THE
BUREAU OF CIRCULATION
and of
MEDIA RECORD

Cut Waste First



Press circulation is 93% concentrated in the Pittsburgh trading territory—a wasteless circulation—a quality circulation—in ample volume to sell the market.

In 1932, again the Pittsburgh Press is the preferred medium—First in Pittsburgh—with unquestioned lineage leadership. The lineage record not only makes the pre-eminence of the Press outstanding but again confirms the traditional position of the Press as one of the leading advertising mediums of the world.

The Pittsburgh Press

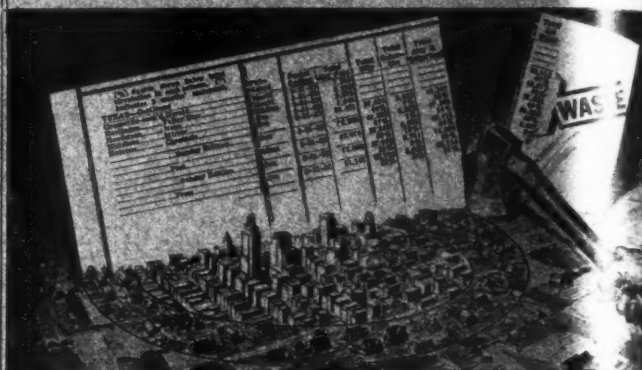
A Scripps-Howard Newspaper

NATIONAL ADVERTISING
DEPARTMENT OF
SCRIPPS-HOWARD
NEWSPAPERS
230 PARK AVENUE, N. Y. C.



MEMBER OF THE UNITED
PRESS . . . OF THE AUDIT
BUREAU OF CIRCULATIONS
and of
MEDIA RECORDS, INC.

Cut Waste First



The circulation of the San Francisco News is 86% concentrated in San Francisco—98% concentrated in the trading territory.

Out of an advertising appropriation of \$1,000, News circulation will concentrate \$980 in trading area: the Examiner \$770; the Chronicle \$719; the Call-Beller \$920. Concentrate your appropriation where greater profit can be made.

Cut waste by avoiding rural scatteration.

The San Francisco News

A Scripps-Howard Newspaper

NATIONAL ADVERTISING
DEPARTMENT OF
SCRIPPS-HOWARD
NEWSPAPERS
230 PARK AVENUE, N. Y. C.



MEMBER OF THE
PRESS OF THE
BUREAU OF CIRCULATION
and of
MEDIA RECORD

Cut Waste First



The circulation of the Washington News is 93% in Washington and 98% in the trading territory. Highest percentage of concentration and highest percentage of city home-delivered circulation.

Lowest rate of any Washington evening paper. All advertising next to reading matter. Offers high degree of advertising visibility through five-column make-up.

The Washington News

A Scripps-Howard Newspaper

NATIONAL ADVERTISING
DEPARTMENT OF
SCRIPPS-HOWARD
NEWSPAPERS
236 PARK AVENUE, N. Y. C.



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Cut Waste First



That part of the circulation of the Cincinnati Post sold at 29c a line is 100% concentrated in the O-K (Ohio-Kentucky) trading territory established by Cincinnati wholesalers and retailers. No waste. A perfect Tolling Rate.

The Post has more circulation in this O-K trading territory than any other daily paper—at a lower rate per line and per milline.

The total circulation of the Post is also greater than that of any other Cincinnati daily paper.

The Cincinnati Post

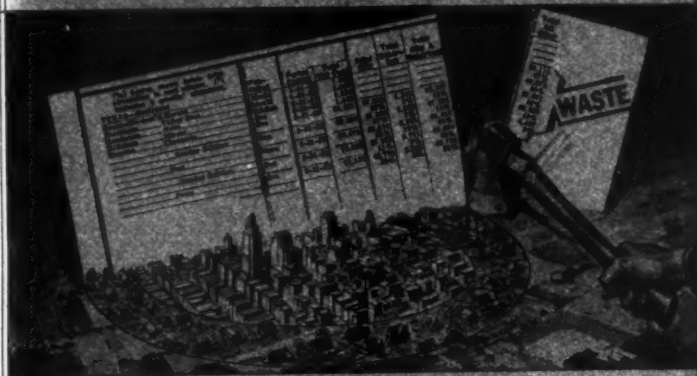
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MEDIA RECORD

Cut Waste First



The Kentucky Post is the Kentucky edition of the Cincinnati Post—but may be bought separately . . . 30,000 circulation at 8c a line.

Put the Post on your Kentucky list.

The Kentucky Post offers the largest circulation in Kentucky (except Louisville) in a market which is second largest in the State. 79% is concentrated in Covington and contiguous towns; 88% is concentrated in the trading area.

The Kentucky Post

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Cut Waste First



The circulation of the Buffalo Times is 92% concentrated in the standard A. B. C. trading territory.

No forcing methods. No inflation. Practically no waste.

In 1933 will you encourage the continuance of circulation inflation—or will you re-appraise Buffalo newspapers according to the requirements of the present economic era?

If you want lower advertising costs and less waste, don't buy ghost circulation.

The Buffalo Times

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Cut Waste First



More than 93% of the circulation of the Indianapolis Times is concentrated in the A.B.C. trading area.

The Times offers the smallest percentage of waste, its rate is 44% lower than that of the other evening paper and 31% lower than the morning paper. The Times leads the Star in city circulation and in most of the important classifications of retail lineage.

The discerning advertiser assures himself that the weight of his advertising appropriation is directed at the great city-and-suburban markets, avoiding waste rural scatteration.

The Indianapolis Times

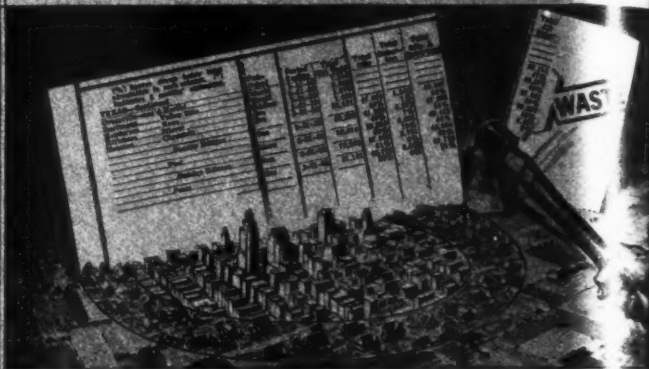
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Cut Waste First



Seventy-two per cent of the circulation of the daily Rocky Mountain News is concentrated within 32 miles—the standard A. B. C. trading territory.

If \$1,000 were invested in a Denver daily newspaper, News circulation would place \$721 in the trading area. Post circulation would place \$566 in the trading area—\$434 outside.

	Trading Area	Outside
News	\$721	\$279
Post	\$566	\$434

Concentrate your advertising where greatest profit can be made from sales.

The Rocky Mountain News

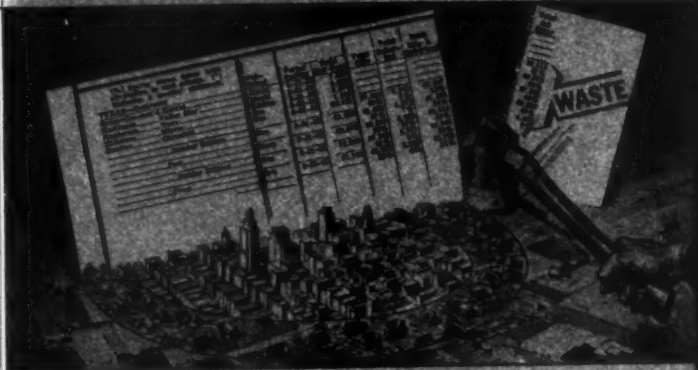
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MEDIA RECORD

Cut Waste First



Ninety-one per cent of Toledo News-Bee circulation is concentrated in the trading area.

The News-Bee charges no penalty for Friday insertions. Ample city coverage is offered and News-Bee suburban circulation is concentrated in the best counties.

The News-Bee offers specialized and unusual cooperation for national advertisers.

The Toledo News-Bee

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Cut Waste First



Ninety per cent of Citizen circulation is concentrated within the 35-mile A. B. C. trading area. Citizen readers (paying 2c a copy) pay at the rate of \$6.24 a year; Dispatch readers in Franklin County (paying 1c a copy) pay at the rate of \$3.12 a year.

Citizen circulation has passed the test of half price competition. Advertisers are invited to analyze the Consumer Study of Columbus which R. L. Fink Company has just completed.

The Columbus Citizen

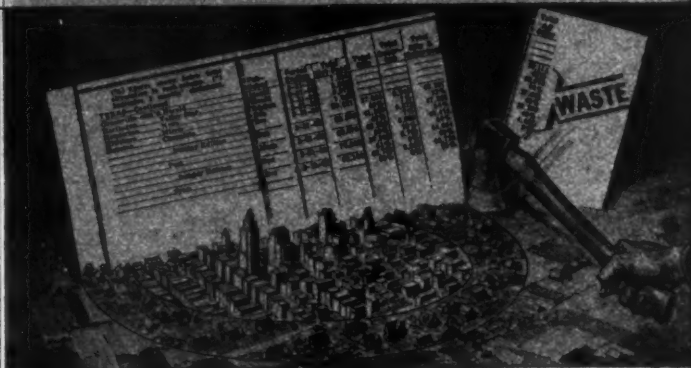
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Cut Waste First



Both Akron papers have highly concentrated circulations and both are necessary for coverage of Akron and trading territory. Only through the Akron Times-Press can you get demonstration of your product through the permanent Home Institute and Cooking School. Write for full information.

The Sunday Times-Press is the only Akron Sunday paper. There is an attractive optional combination rate for Evening and Sunday.

The Akron Times-Press

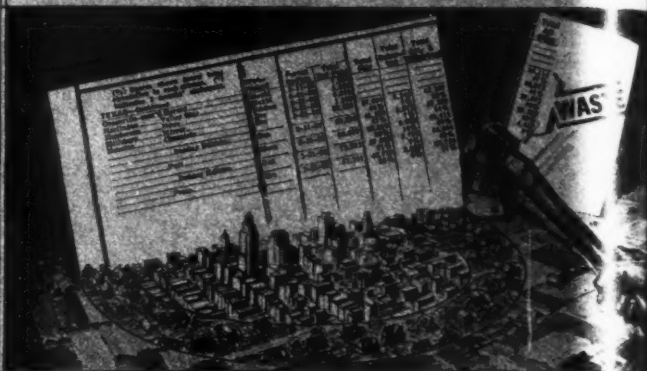
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Cut Waste First



Avoid the waste inherent in forced combinations and in rural scatteration. Many important national advertisers have decided thus to cut waste in Birmingham—and to make more profit—by using the Post exclusively. 83% of Post circulation is concentrated within the 50-mile A.B.C. trading area. The forced combination has 46% outside morning circulation and 24% evening. Concentrate for greatest profit.

Today, appropriations must be invested more efficiently. Money should not be wasted. Dollars should not be scattered.

The Birmingham Post

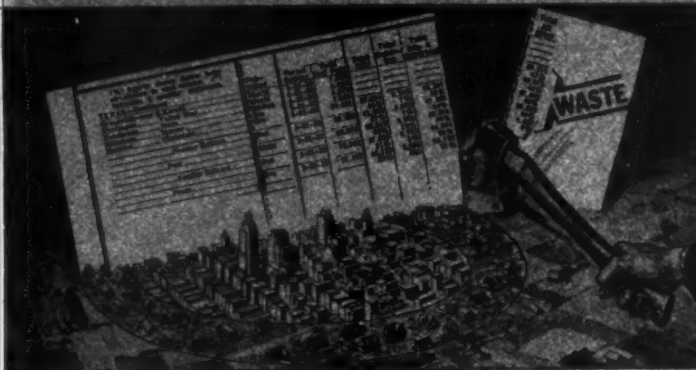
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MEDIA RECORDS

Cut Waste First



Avoid forced combinations. In Memphis, The Press-Scimitar leads every other daily paper in city circulation, in A. B. C. area circulation, in 150-mile wholesale market circulation, and in circulation in the 58 towns of over 2,000 population in the Memphis Market.

Yet the Press-Scimitar's rate is 10c a line lower than the competing forced combination. Seventy-four per cent of the Press-Scimitar's circulation is concentrated in the 69-mile A. B. C. area and 98% within the 150-mile wholesale market.

The Memphis Press-Scimitar

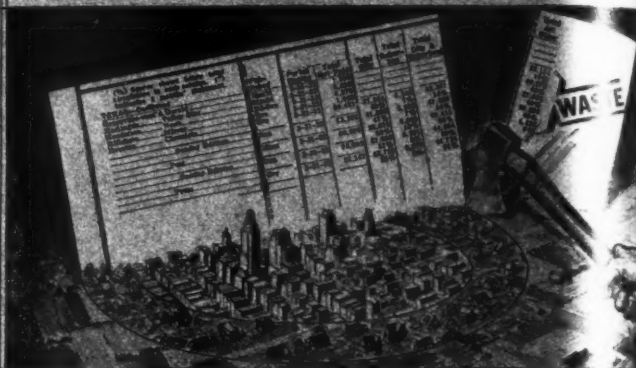
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Cut Waste First



Avoid rural scatteration and circulation inflated premiums!

Ninety per cent of Houston Press circulation concentrated in the trading area; Chronicle, only 53% Post, only 59%!

TRADING AREA CIRCULATION

Press	41,989	13c
Chronicle	39,623	18c
Post	37,270	17c

Press circulation is not inflated and is not scattered. The Press offers greatest trading area circulation at lowest rate.

The Houston Press

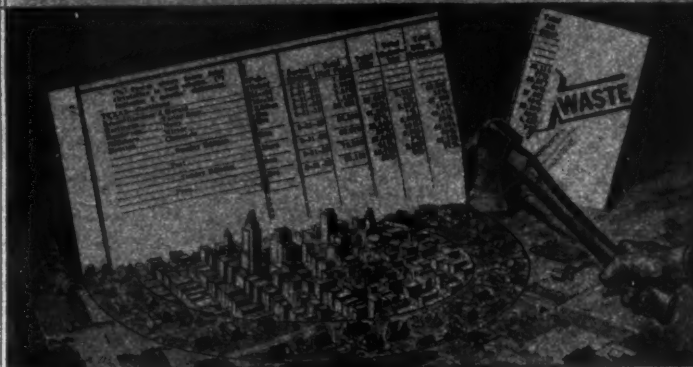
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Cut Waste First



Ninety-five per cent of Telegram circulation is concentrated in the 14-mile trading area. (Least waste). The Telegram has strong coverage in Niles and Warren—the two most important towns within that area. Concentrate your advertising where greatest profit can be made.

It pays to discriminate—especially in a period when profit rewards only the vigilant. Marksmanship is important in successful advertising.

The Youngstown Telegram

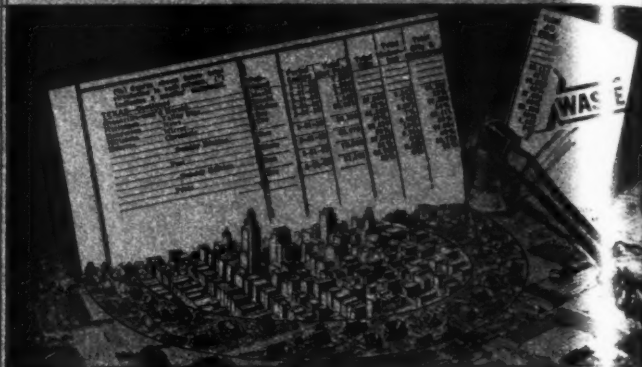
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Cut Waste First



Avoid forced combinations and rural scattering. Ninety-seven per cent of Press circulation is concentrated in the Fort Worth trading area. 59% of the circulation of the competing morning paper is beyond the A. B. trading area.

In the dear old days when A. T. & T. was above 20 and even the poor man could nonchalantly throw a golf ball to his cat, few cared about high cost and high waste. But in these more careful times, when one takes a good hard look at every expense, why should forced combinations be immune?

The Fort Worth Press

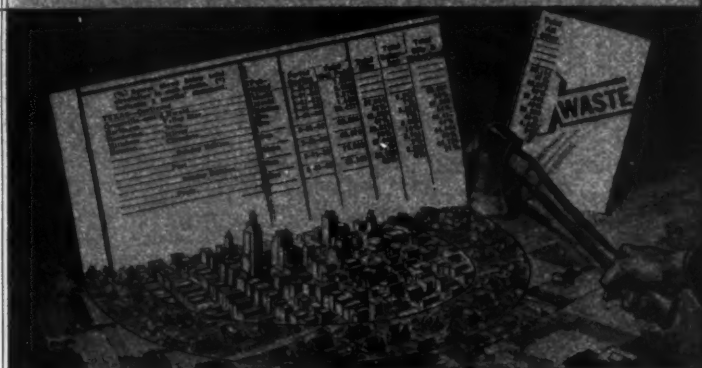
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Cut Waste First



The forced combination in Oklahoma City costs 40c a line—a rate comparable with Pittsburgh newspapers offering far greater coverage in a market of more than four times the potential.

For 37c you may list the Oklahoma News plus two other strong newspapers in this State and thus get high coverage in three markets having 75% of Oklahoma's retail sales.

Alone, the News, at 14c, offers adequate coverage of Oklahoma City and 98% of News circulation is concentrated in city and trading area.

The Oklahoma News

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Cut Waste First



Rural scatteration is one of the most pernicious forms of advertising waste.

The Knoxville News-Sentinel, at one cost, provides coverage of 90% of the Knoxville homes which receive a daily newspaper. 82% of the total circulation is concentrated in the trading area. Strong carrier organizations are maintained in the leading towns of the trading area; R. F. D. circulation is avoided. Concentration of advertising where greatest profit can be made.

The Knoxville News-Sentinel

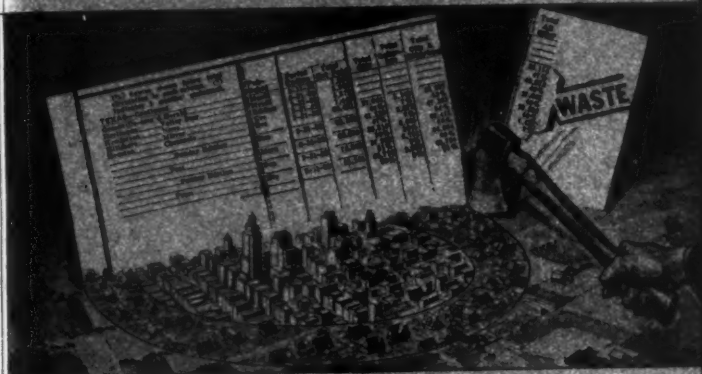
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Cut Waste First



The consolidation of the Herald and Post gave this city one strong evening paper with circulation sufficient to cover practically every worthwhile El Paso home.

The Herald-Post leads the morning contemporary in circulation by 52%.

More than 98% of Herald-Post circulation is concentrated in the standard A. B. C. trading territory. This territory can now be covered at one low cost through one newspaper of overwhelming leadership.

The El Paso Herald-Post

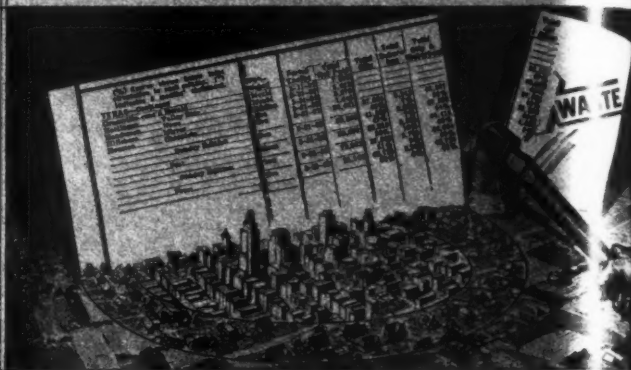
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Suppose you wish to reach 1,000 homes. One publisher offers you that 1,000 circulation at a fair rate. Another publisher supplies his 1,000 homes with 2,000 papers—a morning and evening edition. Coverage of separate homes remains the same. Circulation figures, however, are doubled. And the advertising rate may be doubled. The families reached do not double their buying power. They do not eat six meals a day instead of three. This illustrates the high cost and waste of forced combinations.

You can avoid the wasteful forced combination in San Diego by listing the Sun—a strong home newspaper which makes its chief appeal to worthwhile and permanent San Diego families.

The San Diego Sun

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Cut Waste First



More than 97% of Evansville Press circulation is concentrated in the A. B. C. trading area. In Vanderburgh County (which has 49% of the retail sales of the trading area) the Press has overwhelming circulation leadership. Considering that the value of circulation delivered by carrier or dealer in cities and towns far outweighs the importance of mail circulation (which is usually R. F. D.), these figures are significant:

	Total Circulation	Total Omitting Mail Circulation
Press	31,334	30,846
Courier	29,858	17,175

Concentrate your advertising where greatest profit can be made.

The Evansville Press

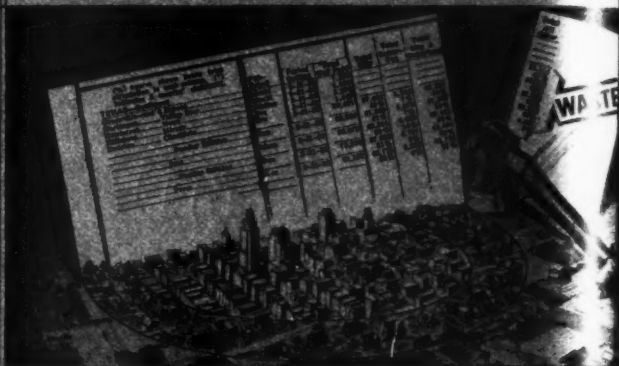
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Cut Waste First



Forced combinations create waste because they are a device which makes possible the counting of a subscriber-family twice, while the even State Tribune counts a subscriber once. The State Tribune has the largest coverage of families—most efficient circulation in this area.

The New Mexico State Tribune offers adequate coverage of Albuquerque and worthwhile New Mexico to 90% of State Tribune circulation is urban.

The New Mexico State Tribune

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2 Per Cent Returns from a Five-Year-Old List

Humorous Appeal Tells a Story Convincingly to Highway Officials

BUSINESS need not be as serious as a Quaker prayer meeting, even in days of great economic stress. That is the opinion of W. F. Stumpf, advertising manager of the Dow Chemical Com-

would undoubtedly choose. In all four of these broadsides, there are pictures of big-headed little Dust Imps, who with divers contrivances are eternally striving to make roads dusty and also in need of repair.



A LIVING NIGHTMARE

of Dust, Danger and High Maintenance Costs

His road official when dreamed
Of autos wrecked and road beds spoiled,
He never said he did it himself,
Went bad in spite of how he toiled.

For their legs would all be done,
He made his beds they ground to gain,
And every time he spent a day
On maintenance they pulled him.

When their legs were like up with glass,
By living down with all their weight,
He then realized that they should be
Imprisoned from with freedom's value.

pany, of Midland, Mich. Mr. Stumpf has backed up his theory with not-too-serious advertising.

He sent out a series of four mailing broadsides to 30,000 State, county and municipal highway officials and contractors, advertising Dowflake, a calcium chloride product for preventing roads from becoming dusty. The illustrative themes savor more of the days of Palmer Cox's famous Brownies than the highly dignified, illustrative presentation of such a subject which most advertising managers

The text, too, runs fairly true to its Palmer Cox prototype, except of course that the Cox Brownies were friendly little chaps, not mischievous imps. The text is in verse, with meter and rhyme. The following is typical and goes with the broadside illustrated on this page.

A LIVING NIGHTMARE
of Dust, Danger and High Maintenance Costs

This road official often dreamed
Of autos wrecked and road beds spoiled.
No matter what he did, it seemed,
Went bad in spite of how he toiled.

The Dust Imps wasted all his time.

The roads he built they ground to grit,
And every time he spent a dime

On maintenance, they gobbled it.

When Dust Imps woke him up with glee

By blowing dust with all their might,

He then resolved that they should be

Imprisoned firm with Dowflake white.

Of course, the text of the mailing pieces is not all in this tenor, but such illustrations and verses are used, in each instance, to focus attention and lead up to more serious and technical prose. Each of the mailings contains a permit-bearing business reply card prominently illustrated with a two-color Dust Imp, further to carry out the unity of the idea.

"We have been circularizing our list of 30,000 highway officials and contractors," says Mr. Stumpf, "for more than five years, subject of course to any changes that have

occurred as the result of the election of new officials and for other reasons. This fact that our list has been circularized steadily for so many years would naturally tend of course to reduce the percentage of replies that would normally be expected from any one chapter of our efforts. But, in spite of this fact, we received about 2 per cent returns with our business reply cards from this Dust Imp series and a great deal of favorable comment concerning the reaction created was evidenced.

"Our thought behind these direct-mail pieces is that the illustrations are interesting and amusing and that they command attention and study, yet tell the story even more convincingly than the more dignified type of display which would usually be selected."

* * *

Rules Against Chain-Store Tax

A PERMANENT injunction has been ordered against the City of Hamtramck, Mich., enjoining it from collecting graduated taxes imposed upon chain stores by municipal ordinance. The tax sought started with \$25 for the first store of a chain, \$50 for the second and increased for other stores operated.

Suit was brought by the Kroger Grocery & Baking Company, as plaintiff, to enjoin enforcement. The case was the first brought to test the right of a municipality to levy a chain-store tax or to increase the amount above the \$25 limit imposed by the Indiana law.

Judge T. J. Richter, of Circuit Court, after hearing evidence during a four-day trial, ruled: "There can be little doubt of the unconstitutionality of the ordinance itself. Whatever may be the rights of the city to regulate food stores, they cannot, under the guise of regulation or taxation, enact an ordinance calling for the payment of different amounts for the same privilege—that of operating one store—just because one, two, three or four stores may be operated in addition to that one. This is an arbitrary, unjust and at the same time illegal classification."

* * *

Directs Federal Truck Sales

J. F. Bowman, at one time general sales manager of the Federal Motor Truck Company, Detroit, has returned to that company as vice-president in charge of sales. He was for five years with the Garford Motor Truck Company and, more recently, conducted his own business as a distributor.

Appoint Chalmers-Ortega

El Pais, Havana, has appointed Chalmers-Ortega, publishers' representative, as its representative in the United States and Canada. Chalmers-Ortega has also been appointed United States representative of *Jornal Do Brasil*, Rio de Janeiro and *A Noite Illustrada* of that city.

"Her Book" to Churchill-Hall

The R. M. Travis Corporation, New York, has appointed Churchill-Hall, Inc., New York, to handle the advertising and promotional work on "Her Book," an encyclopedia of home management.

With Heating Journals

Paul L. Reed, formerly editor of *Warm Air Heating*, St. Louis, has joined the staff of *Heating Journals*, Inc., New York. He will act as associate editor of *Air Conditioning with Fluid Fuels*.

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The Crime of Selling Below Cost

It Reduces the Standard of the Industry, Ruins Its Operatives and Damns the Flow of Capital into It

By Frederick A. Melmoth

Vice-President, Detroit Steel Casting Co.

WHAT has caused the consistent depreciation of price standards of steel castings, at a time when we have more to offer, a product better in finish, more reliable in service, able by special additions and treatments to meet a wider and wider scope of application?

I am likely to get the reply from most people in three words: "Lack of demand." To that I would retort that it is doubtful if one pound more of steel castings has been made at existing low prices than would have been the case if prices had been 30 per cent higher.

Some of us would doubtless advance the reason—Dutch auction methods of purchasing. It is true that this is a buyer's market; it has been said so often that its repetition is almost wearisome. But are you sure that the purchasing agent needs now to employ these methods, or that, even if he did, they could possibly be successful were manufacturers united in the front they present to such methods?

Is it not often true that all a purchasing agent need do is sit at his desk and let the steel foundrymen cut prices for him?

Steel founding is only one of many industries hit terribly by the present economic conditions. Its connection with engineering activities compels it to suffer simultaneously—should such activities suffer from temporary suspension. It is not in its present low state due to incompetence or the discrediting of its product, and therefore one may say that it has arrived where it is, outside its own volition.

That is true, insofar as it refers to quantity, but not strictly true when considered from the angle of sales value. We cannot hope to sell anyone a casting, who has not

a fixed and definite use for it; but we can so arrange matters that, having sold a casting, we are not just that much worse off than if we had never made it.

By taking as essential the selling below cost which has characterized the last two years, in our own and many other industries, we are deliberately prolonging the duration of the present general trade depression, and stabilizing that which we all so much wish to see eradicated. Some deflation may have been necessary to the orderly and common-sense progress of a highly industrialized community, but one can deflate one's auto tires to the point of insuring comfortable and safe riding, without jabbing a pickaxe into them.

How the Vicious Circle Works

We are part of a vicious and dangerous circle which enlarges its diameter on what it consumes, once it is set going. A primary industry, which we will designate "A," finds itself temporarily affected and, as a user of castings, approaches the foundry "B." The foundry, hating to lose work, accommodates itself to the new conditions and sacrifices profit. The stockholders of the foundry, whom we will call "C," promptly economize and, as their assumption has included the product of industry "A," this industry again feels the pinch.

Once again the foundry is approached. Spurred by the same ideas and perhaps hoping for even more business, this time it sacrifices a portion of its men's wages. These men, "D," promptly join section "C" and add the weight of their enforced economy by consuming less of the original industry's product.

An attempt is again made to pass it on—and it requires little imagi-

Portion of an address before the annual meeting of the Steel Founders' Society of America, Inc., Detroit.

ination to see what the end will be.

At some point in this article there must be a stand which will prevent its continual revolving and expansion. Apart from the number of points of incidence or stages—and, as we do not sell for direct and personal consumption, there are bound to be many—it is just about what is happening to us. It all works out to the established fact that those industries which by nature of their ultimate product are first in line in dealing with the great demands of the public rarely or never lose—at any rate, not so soon, and not to so great a degree as the producers of contributory articles.

We might say that as a result of the foregoing conditions, the cost of existence falls. This is true, but the chance of anything more than a mere existence vanishes at the same time.

Coincidentally with this, two other things are taking place: First, a smaller amount of money is circulating for a given amount of produced goods in all lines; and second, as demand falls off, in spite of lower prices—because nobody has anything coming, and therefore cannot spend—our great transportation industries have little or nothing to transport. They are great purchasers, but they live and grow on the handling of materials, and if the materials are not moving, they have not the wherewithal to purchase. Rolling stock falls into disuse; economy (save the mark!) is the order of the day; and another avenue of outlet for production narrows down or closes up altogether.

United Action Can Put a Spoke in the Wheel

The point I want to make is that any one of the component parts—or shall I call them essential producers in this circle?—can put a spoke in the wheel by united action. Steel castings, in a host of cases, are still, and will remain, vitally necessary, and there is no reason why they should descend to a cheap jack job. By taking the position that below a certain point we will not go on prices, we avert this threatened disintegration, which is

a certain outcome of a continued weak-kneed joining in the destructive circle of price depression.

And what is that point below which we ought not to go?

All business and moral sense of obligation and responsibility must fix it at that point below which, first of all, we cannot recompense our operatives as they should be recompensed, enabling them to live their own lives, free from the haunting worry of lost jobs and poverty; and second, below which we cannot hope to return to our owners some reward for their invested capital.

Both Factors Have Been Thrown to the Winds

Both these prime requisites have been cast to the winds. Our men are in actual want, our stockholders in some cases have actually not only no returns but have lost their invested capital.

And what are we doing? Prices are still falling. Has production increased, on account of the sacrifices we have made of price schedules?

Technically and from the production viewpoint, we have succeeded in uniting our points of view, bringing into the open all the facts which at one time constituted the main producing difficulties of the industry. We exchange opinions, back up our technical societies, visit one another's plants, and give one another a much-needed support.

Now, look at the other side. We are giving our product away; we are undermining the future of the industry in the mistaken idea that low price results in volume. Volume depends on what men have to spend, and if general low prices cut into that, beyond a certain critical point, all industry suffers and no one gains.

Collusion on prices is against the law. It is vicious and undesirable in every respect. But a firmly fixed determination to price our goods at a figure calculated to keep our factories operating, to pay our operatives a wage on which they can live and not merely exist, to make the capital invested return at least something to justify the jeopardizing of it—surely this is not collu-

sion, and Rather to enforce

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Editor

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sion, and is not liable to any law. Rather than that, it needs no law to enforce it.

If any producer, by advanced methods, can so produce as to beat his competitor in the open market, as the reward of his initiative and industry, increased volume will surely come his way. But the attempt to obtain volume by instituting price standards below cost of production, even with normal volume, is criminal and worthy of condemnation, reducing the standard of the industry, ruining its operatives, and damming the flow of capital into it.

As an industry, I do not feel we are subjected to intense low-priced competition. The influence of the distance across either the Atlantic or Pacific is a god-sent mercy. Deliveries rarely can wait the time required for any competition to be effective on our particular product from abroad.

We make our own competition, and as a class, therefore, we are responsible for our own price conditions. We are developing daily a system of more and more intense retaliation, against either real or fancied attacks within our own

ranks. We are exhausting ourselves physically and financially in a frantic endeavor to obtain volume, which through no fault of our own, does not exist. This strikes me as being a particularly unenjoyable form of chasing after will-o'-the-wisps.

What can we do in a constructive way to better these conditions? The answer is "nothing," unless all of us undergo a change of mind. We might just as well face frankly the fact that we are all more or less contributors.

I will admit that in our own case a very small percentage of our quoted figures, even to our regular and satisfied customers, are not the subject of a request for reconsideration and that they get it. Why? Because our customers have in their possession lower figures, but don't wish to leave us without giving us a chance to meet them. We may, and very often do, get the order, but at a reduced price—and one more nail has been driven in. No one steel casting producer has gained a cent, but one firm has lost, and worse still, has assisted in confirming an already too low price situation.

These, Too, Oppose Price Cuts

B. T. BARBITT, INC.

NEW YORK

Editor of PRINTERS' INK:

In commenting upon the article by John F. Bush, Jr., in the January 5 issue of PRINTERS' INK, entitled, "If Price Cuts Persist, Sheriff May Have Busy Year," I can only say that I am heartily in accord with his views on the subject of price-cutting. We attribute the success of this company to constructive advertising and, most important from the standpoint of profits, to the maintaining of prices in every instance possible.

There is no doubt that there has been a general demoralizing competitive situation in most businesses and those manufacturers who have "willy-nilly" succumbed to the whims of their customers for price

reductions have undoubtedly suffered on the profit side of the ledger.

Reductions have been entirely too numerous and too many manufacturers have followed the line of least resistance by cutting prices to secure business.

If advertising and reputation mean anything, why not make capital of them, as we are doing, particularly during this depression?

L. J. GUMPERT,
Director of Sales.

* * *

SALLEY & COLLINS, INC.

Printing

NEW YORK

Editor of PRINTERS' INK:

The article in the January 5 issue of PRINTERS' INK by John F. Bush, Jr., entitled—"If Price Cuts Persist, Sheriff May Have Busy

Year," certainly hits the nail on the head.

My theory is that if the boys who go around with a hammer in one hand and a chisel in the other, should suddenly decide to deal with people from whom they buy on the same basis upon which they would like to have folks who buy from them deal with their sales organization, the whole economic situation would take an immediate turn for the better.

Of course, the same result would be achieved if all manufacturers should adopt a policy of selling their wares only at a price that insures a decent profit.

This would be the millennium, of course, and we shall have the "chisellers" with us until such time as demand starts to catch up with supply—if ever.

EARL R. SALLEY.

* * *

JAMES HEDDON'S SONS
DOWAGIAC, MICH.

Editor of PRINTERS' INK:

I regard Mr. Bush's advocacy of dollar volume as sounding a note of timely and true tone. It suggests to my mind as a fitting parallel, the counsel I received from my father in my youthful period, namely, "Never try to row a boat faster

than the boat is designed to go."

In other words, there is not only a point of limit where applied energy is profitably expended, but the same is true with respect to securing business by the process of "price-cutting energy."

Doubtless there are many lines of merchandise, particularly those confined to necessities of consumption, which yield more satisfactory results to the maker through the processes of lower prices and greater resultant volume; whereas on such merchandise as might be classed as entirely, or semi-qualifying in the luxury class, it is usually found that a policy of quality appeal rather than price appeal will win out for both consumer and producer, over the long course.

As an extreme example, I do not believe a radical cut in the price of diamonds would increase consumption during the present period sufficiently to profit the diamond merchant.

I am rather inclined to believe that with the now rapidly diminishing stocks of liquidating merchandise nearly consumed, the price question is in fact at the present time having a tendency to adjust itself on a sound reproduction basis.

CHAS. HEDDON,
President.

★ ★ ★

Hartford Advanced by Chicago "Daily News"

George F. Hartford has been appointed advertising director of the Chicago *Daily News* and will have complete charge of all advertising activities. He had been local advertising manager of the *Daily News*, prior to which he was assistant publisher of the Chicago *Herald and Examiner*.

Harris W. Roberts, who was advertising director of the *Daily News*, is now vice-president of Homer McKee, Inc., Chicago advertising agency. He was for ten years advertising manager of the Cleveland *Plain Dealer*, with which he was associated for twenty-three years.

James L. Lenox, recently with the New York office of the George A. McDevitt Company, succeeds Mr. Hartford as local advertising manager.

Joins Goes Lithographing

E. R. Phelps, for several years with the Chicago sales office of the American Lithographic Company, has joined the sales department of the Goes Lithographing Company, Chicago.

Will Direct Sales of G-E Appliances

A specialty appliance sales department has been established by the General Electric Company under the general direction of P. B. Zimmerman, who continues as manager of the electric refrigeration department. The new department will have charge of all advertising, sales promotion and merchandising of G-E ranges, G-E dishwashers and G-E kitchens.

W. J. Daily, manager of sales promotion of the electric refrigeration department, will direct advertising and sales promotion of the new department. M. F. Mahony, manager of the merchandising division of the refrigeration department, will assume added duties in connection with the other major appliances.

The Edison General Electric Appliance Company, Inc., will manufacture and sell a new line of lower-priced electric ranges under the name Hotpoint, dropping "General Electric" from the name. Heavy duty cooking equipment will continue to be marketed under the trade-name Edison.

J. R. Poteat, for several years with Hotpoint, will specialize on range sales for the new department.

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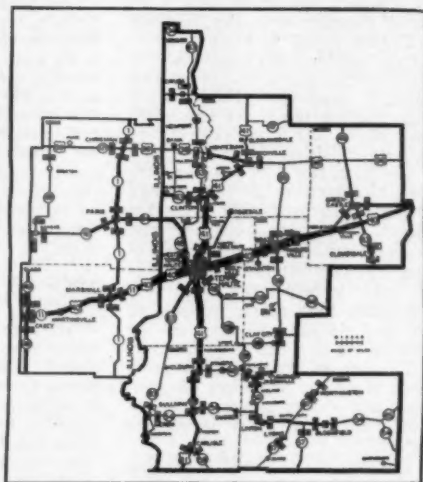
Traffic Flows

THE black lines in the accompanying map record the results of a study of traffic flows on the highways in the retail trading area surrounding Terre Haute, Ind. This map is typical of similar studies for the retail trading areas of Missouri, Wisconsin and Indiana which have been completed and issued by the outdoor advertising associations of each of these States.

The traffic flow for rural highways as well as urban highways is calculated according to a formula developed by the Barney Link Fellowship, which was established by the Outdoor Advertising Association of America, Inc., at the University of Wisconsin. The traffic counts have been checked with counts taken by State highway commissions.

Each volume graphically maps traffic flows for a particular State and, on separate maps, for each trading area in the State, and for each city. Statistics are given concerning poster locations, representative coverage of movement of population, data on markets and buying power and in addition breakdowns of medium costs.

Other State associations are now engaged in conducting similar surveys which will be presented in individual volumes when completed. Maps of the retail trading areas of ninety-six large cities have been is-



sued as a separate volume.

The work of which these studies are a part has been turned over to the Erskine Foundation of Harvard University and, under the auspices of the Association of National Advertisers, is being supervised by Dr. Miller McClintock.

San Francisco Specials Elect Stypes

Arthur W. Stypes, vice-president of M. C. Mogensen & Company, Inc., has been elected president of the San Francisco Newspaper Representative Association. Everett Holman, Newspaper Color, Ltd., has been made vice-president, and Thomas Emory, secretary-treasurer. H. H. Conger and Slayton P. La Due have been made directors.

Gets Cement Account

The Republic Portland Cement Company, San Antonio, Texas, has appointed Coulter & Payne, Inc., of that city, to direct its advertising account.

E. D. Parent Has Own Business

Edward D. Parent, for the last six years space buyer of Lavin & Company, Boston advertising agency, has established his own business at that city under the name of the Parent Company, with headquarters in the Statler Building. He will engage in research and promotion work for publishers.

Hilscher with Thompson

Herbert H. Hilscher, for many years advertising manager of the American Mail Line and the Dollar Steamship Lines, has joined the San Francisco office of the J. Walter Thompson Company.

Better Returns from Fewer Letters

How the International Harvester Company Makes Each Direct-Mail Dollar Work Harder for Sales

By Harrison McJohnston

THE International Harvester Company sends its direct-mail to prospects who have been called on by company or dealer salesmen and were found to be in need of certain specific farm machines. The material that is sent relates to those specific machines. Furthermore, these mailing pieces are sent when and where the local dealers are actively soliciting the business.

The company does not use general circularizing of direct-mail matter. Sharp-shooting keeps the direct advertising activities and expenses within the sales possibilities. Fewer letters and booklets are made to help much more, proportionate to outgoing volume, in the dealer's job of going out or sending his men out to get sales.

The job of finding good prospects is on the shoulders of company and dealer salesmen in the local territories they cover in person.

The key to this sharp-shooting system is a simple "check-up card." As the salesmen call on the farmers, they note on these cards the kind of farm machines the farmer is using, the approximate condition of the machines—good, fair, or poor—and the kind of machines for which the prospect is likely to be in the market; also the date of the salesman's next call. This report states whether the farmer is an owner or a renter, how many horses, cattle, hogs and milk cows he keeps, the number of acres farmed, including the number planted in wheat, oats, rye, hay, corn and cotton.

Dealer Has Record Book of Prospects

These cards are turned in to the dealer daily, and the names of the possible purchasers are entered in a record book supplied by the manufacturer. This book is arranged for entering names alphabetically and for checking the kind

of machines each prospect needs to buy. It is the dealer's own record of his prospects.

On a separate report form, the dealer sends this information daily to the manufacturer's branch house, whence direct-mail advertising is sent to the prospect without delay. The advertising is designed to give him complete information about the particular machine he needs and to help influence him to purchase from that particular dealer. In fact, the letters used go out on letterheads bearing the dealer's name.

Really Letters from Dealers Themselves

Although prepared by the Harvester company's branch house and signed with this manufacturer's name, these letters are, in effect, from the dealers themselves. They are also, in nearly all cases, carefully filled in with the farmer's name and address, and they always invite the farmer to call at the dealer's store to see the machine and ask questions.

While most of the letters and other direct-mail matter relate to specific machines, now and then a letter is prepared for use on a large list of names—if it is known that all the names on this list are likely to be interested in one or more of many farm machines for a special reason.

For example, a letter was prepared for dealers to send to all owners of the Farmall tractor in their respective localities.

"We are interested in having every Farmall owner secure the greatest possible use from his tractor. By this time you undoubtedly have formed an opinion with reference to the work and general utility of this all-purpose tractor and would perhaps like to tell us about it."

The first four paragraphs were devoted to the job of impressing

the farmer with the fact that the dealer, whose name appeared on the letterhead, and the manufacturer, whose name was signed at the bottom, were genuinely "interested in having every Farmall owner secure the greatest possible use from his tractor." The last paragraph presented a suggestion to the effect that there are many machines, additional to those he now has, which could be profitably used with Farmall power.

Usually, however, subtlety of that kind is not necessary. As a rule, a letter to a farmer who has been reported as a prospect for a particular machine is direct and simple.

"The dealer who goes out and looks for it finds a pretty good market for farm machines," says J. L. Huebner, who is in charge of direct-mail and branch advertising for International Harvester. "A large percentage of the machines on the farms have now reached a stage where they can no longer be operated economically.

Farmers have old tractors, old cream separators, and other worn-out machines and, while all farmers are not in the market at present, many have a desire to own the latest equipment, and that desire will grow to the buying point in many cases if it is cultivated—by regular advertising.

"We want our dealers not to overlook any good way of advertising. Regardless of what conditions may be now or next year, we believe that continuous advertising along with aggressive personal sales effort, applied where and when actual sales possibilities exist, will be rewarded with a substantial increase in business. And in our direct-mail division we are always more than willing to back up that kind of effort on the part of a dealer with plenty of good direct-mail advertising.

"Our sharp-shooting plan does not necessarily mean less direct advertising for the dealer, but it does mean more effective advertising for him."

Heads Pacific Agency Group

Warren E. Kraft, vice-president of Erwin, Wasely & Company, has been elected president of the Washington chapter of the Pacific Association of Advertising Agencies. He succeeds F. W. Strang, of the Strang & Prosser Advertising Agency.

William H. Horsley, vice-president of The Izzard Company, has been made vice-president. Harry G. Penman has been made secretary. Burt Cochran, Northwest manager of McCann-Erickson, Inc., has been made first vice-president of the Pacific Association of Advertising Agencies. He succeeds R. P. Milne.

Petacci Joins WSBT-WFAM

S. W. Petacci, formerly with the MacDonald-Cook Company, South Bend, Ind., advertising agency, has been appointed manager of the advertising department of WSBT-WFAM, operated by the South Bend Tribune. He succeeds F. K. Finlayson, who has been made manager of advertising of KGW, Portland, Oreg.

Brennan with Metropolitan Motion Pictures

J. A. Brennan, formerly in charge of motion picture activities of the Campbell-Ewald Company, Detroit, has joined the Metropolitan Motion Picture Company, Detroit, commercial sound pictures, as an account executive.

To Publish "Real America"

Real America is a new magazine of current thought and opinion which will appear with the April issue, published by Real America, Inc., 1050 North La Salle Street, Chicago. J. M. Lansinger, publisher of *College Humor* and *Real Detective*, is president. Edwin Baird is editor. Type page size will be 10-7/8 by 7 inches. Harvey L. Ward, Inc., Chicago, will be Central Western representative; Simpson-Reilly, Los Angeles, Pacific Coast representatives, and D. P. Riker, New York, Eastern representative.

Voynow with Petry & Company

Edward E. Voynow, formerly manager of the Chicago office of Scott Howe Bowen, Inc., has been made Western representative of Edward Petry & Company, radio station representatives. He will make his headquarters in the Wrigley Building, Chicago. Associated with him will be George A. Kercher, formerly with the National Broadcasting Company and the Columbia Broadcasting System.

Heads L. C. Smith & Corona

Hurlbut W. Smith has been elected president of L. C. Smith & Corona Typewriters, Inc., succeeding Fowler Manning, resigned. Charles J. Rogers, for many years manager of the Washington office, has been appointed executive sales manager, with headquarters at New York.

Limitations of Dual-Use Package

ARROW MANUFACTURING COMPANY,
INC.

HOBOKEN, N. J.

Editor of **PRINTERS' INK**:

I read the short article in the December 22 issue of **PRINTERS' INK** on "Go Slowly with the Dual-Use Package" with considerable interest. There is no question but that the dual-use package is increasing in interest each year—but there is also no question but that the dual-use package has resulted in the birth of some extraordinarily far-fetched ideas.

It seems to me that the primary and fundamental purpose of any package should be to help sell the merchandise which it contains. That selling help should either result from the display value of the package or from its presentation appeal. The utility of the package itself is an afterthought that should never under any circumstances be allowed to conflict with the primary selling purpose for which the package was originated.

When this selling angle is neglected, the utility value is of no importance. It is only when the usefulness of the package itself presents a plus value over and above the selling value of the box that the practicability of the dual-use package becomes a factor.

We have had the pleasure of associating with any number of manufacturers in the development

of all kinds of the better types of boxes, and included, of course, have been a considerable number of dual-use packages. In one case we brought out a package that was selling in the department stores for around \$4, and our package, with the contents included, retailed for no more than that amount.

One would imagine, therefore, that since the package offered a plus value, the sale of this particular item would be most successful, and yet while the package was moderately successful, the sales did not nearly come up to expectations.

The men's wear field has lately been obsessed with the dual-use package idea, and to my mind some of the ideas developed have had no relationship whatsoever to the products the packages were designed to display.

Originally, a package was conceived to be an appropriate setting in which to place a gift for presentation purposes. Some of these dual-use packages certainly do not live up to that thought.

When the idea behind the dual-use package is consistent with the type of article that is to be sold, and when the dual-use package does not necessitate an increase in the selling price of the featured article, then the situation is ideal. I should say that these are some of the limitations that should be placed upon the dual-use package.

MILTON WEILL.

Heads Buffalo Club

W. Arthur Lansill has been elected president of the Greater Buffalo Advertising Club. Other officers are: First vice-president, Malcolm L. Barney; second vice-president, Joseph M. Boehm; treasurer, Harry W. Whitney; secretary, Charles A. Coupe, and executive secretary, Charles Thomas. Directors include: Charles F. Broderick, Ray E. Chamberlain, Ganson Depew, Roy Macleod, and Hoover C. Sutton.

J. H. Jenkins Retires

J. H. Jenkins has retired from the International General Electric Company, Schenectady, N. Y., after a service of over forty-four years. For the last ten years he has been editor and manager of the company's house magazine, "The Digest."

McCrory Stores in Bankruptcy

A voluntary petition in bankruptcy has been filed in the Federal District Court, Southern District of New York, by the McCrory Stores Corporation, operator of a chain of retail stores. The Irving Trust Company has been appointed receiver. The bankruptcy affects only the parent corporation, none of the subsidiary concerns being involved.

Hutchinson Joins Chappelow

Glenn W. Hutchinson, formerly director of sales and advertising of radio station KMOX, St. Louis, and before that manager of the St. Louis office of the H. W. Kastor & Sons Advertising Company, has joined the Chappelow Advertising Company, St. Louis, as vice-president in charge of the radio department.

Blames Manager for Salesmen's Cold Feet, Wobbly Knees

Weak Sisters on Staff Always Denote Presence of Weak Sister Executive, This Authority Declares

By Hal Hode

Manager, Merchandising Department, Columbia Pictures Corporation

ROY DICKINSON may have thought he was aiming at salesmen when he wrote his article on "Sales Trepidation," which appeared in the January issue of *PRINTERS' INK MONTHLY*. If what he had to say represents an existing condition, however, he wrote an indictment of sales management so terrific as to make the head of every organization employing salesmen sit up and take notice.

It has never been my experience to meet the type of salesman who approaches his prospects with "want of confidence, nervousness, tremor of the limbs" and the other symptoms described by Mr. Dickinson. They must exist, since he wrote about them. However, they couldn't really have been salesmen in the first place, but perhaps ex-clerks or former mechanics who have taken a stab at selling, in the desperate hope of earning a living.

If such there be, who is to blame for their presence in sales organizations? How much harm have they done to their companies in the prospects they have messed up or muffed entirely? And what of the sales managers who, presumably, supervised their training and who, also presumably, check up on these men? Are these salesmen hired in the same fashion as the insurance companies once took on solicitors—the general idea being that the latter would last only so long as it took them to sell insurance to the members of their immediate families?

A thought occurs to me. It's this: Men are generally hired on the basis of their past records. Were the records of the "salesmen" afflicted with the symptoms described by Mr. Dickinson ever scanned? If they suffer as the result of weak knees and cold feet today, the same

condition must have existed yesterday, or a year ago, or two years ago, inasmuch as such things do not develop overnight. If they did exist, why were these men hired? And after they were hired, how long did it take the sales managers to wake up to what was going on?

Boiled down to its fundamentals, the average commodity is sold on the basis of one of two angles. The first, the service it will give. The second, the money it will make or save. Consequently, the *real* salesman approaches his prospects with the confidence and assurance which come of his knowledge that he is, in effect, doing his customers a favor in placing what he has to offer before them.

Why Should the Salesmen Be Afraid of Me?

If I am a prospective customer, I must regard such a salesman as a friend, inasmuch as he is trying to show me how to make money. His sales talk is planned along those lines because, like the great majority of other people, I am more interested in my *own* welfare than I am in his, or that of his company. This being true, why should the salesman who has something definite to offer be afraid of me?

Years ago I sat in at a meeting which was being addressed by a high-pressure sales manager. He spoke about the "grand old company," dwelt long and earnestly upon the element of loyalty and waved the American flag. The type was a common one not so long ago.

However, I remember that he said little or nothing which would shed light on how I could sell more of the product. I also remember that he would write sarcastic letters, containing a sting in every line, when-

ever any of his men fell down in obtaining their quotas. Unless I miss my guess, it is sales managers such as these who are probably responsible for the type of men described by Mr. Dickinson.

The man who knows his product—and what it will do—doesn't need to muster up his courage. He has it. Nor does he need to put a bold face on his presentation, because his story, thorough, earnest, sincere, is convincing.

Back of this man is a sales manager who knows his stuff and how to impart it. He knows his men, too. Every one of them. And he knows their strong points and their weaknesses. He's smart enough to leave the issuance of pep talks and pep messages to his competitors, because he chooses to spend every available moment of his time out in the field working with his men. He

doesn't merely tell them how to do it—he shows them. And because of that, his men work their heads off for him.

There is plenty of selling being done today. And there are plenty of companies which achieved new highs in sales records during 1932. These records were made possible because the sales heads selected and trained their men so that they measured up to the high quality standard of the product entrusted to them. These salesmen went forth armed with a thorough knowledge of their respective commodities and fields. The odds were in their favor and they couldn't fail.

Summed up, the condition revealed by Mr. Dickinson is simply this—*it's because there's a weak sister at the head of a sales force that there are weak sisters in the sales force!*



Newspapers Sponsor Contest

NEWSPAPERS carrying advertising on a contest to be conducted by the General Baking Company, also will be sponsors of the contest in their respective cities. The advertiser plans to conduct the contest along lines similarly used by newspapers to increase circulation.

The participating newspapers will be promoted by the advertiser in poster advertising, in radio broadcasts, on printed bands around loaves of Bond bread, and on the advertiser's delivery wagons. Even the papers themselves will be eligible for a prize in the form of an additional contract of 1,500 lines

to the paper producing the largest number of entries per thousand of circulation.

The contest for consumers centers around the submission of brief statements on the subject "Feed Your Teeth for Beauty." It will be conducted in seven New England cities. Twelve advertisements in all constitute this contest campaign.

Three major cash prizes will be awarded in each city, with a grand prize of \$1,000 to the best of seven first prize winners. A total of 350 five dollar prizes will be awarded among the seven cities in proportion to population.



Plan Pacific Coast Campaign

PX Products, Inc., Detroit and Los Angeles, has appointed Smith & Drum, Los Angeles advertising agency, to direct its advertising on the Pacific Coast. Plans call for the use of newspapers, radio, direct mail, and dealer displays.

With New York "American"

Thor M. Smith, formerly promotion manager of the Los Angeles *Examiner*, has been appointed classified promotion manager of the New York *American*.

Marketing Group Elects

Ferdinand C. Wheeler has been elected chairman of the New York chapter of the American Marketing Society. Arthur P. Hirose, of the McGraw-Hill Publishing Company, has been elected secretary-treasurer.

Appoints Keelor & Stites

The Cincinnati Time Recorder Company, Cincinnati, has appointed The Keelor & Stites Company, of that city, to direct its advertising account.

9, 1933

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1932

ADDED ANOTHER YEAR
OF ADVERTISING LEADERSHIP

for
THE
PITTSBURGH
PRESS

IN FIRST

IN PITTSBURGH

in **Total**

Advertising

THE PRESS published 25.9% of the

MORE Total advertising during 1934

than any other Pittsburgh newspaper

leading in 26 of the 35 standard classifications—74.3% of the total number

(70.1%)

In 14 of the classifications (40% of the most

total) The Press published more advertising

ing than the other two papers combined



The Pittgl

FIRST

PITTSBURGH

Retail

Advertising

THE PRESS published 16.5%

MORE Retail advertising during 1932

than any other Pittsburgh newspaper,

and leading in 19 of the 27 classifications

(70.4% of the total number) and published

Retail advertising *than the other*

papers combined in 10 classifica-

—37% of the total number.

Pittgl

Press



FIRST

IN PITTSBURGH

in **General**

Advertising

THE PRESS published 49.3% of

MORE General advertising during 1932 than

than any other Pittsburgh newspaper.

leading in 18 of the 21 General classifications—

85.7% of the total number of

11 classifications (52.4% of the total)

The Press published more advertising

than the other two papers combined.



The Pittgh

FIRST

C H N P I T T S B U R G H

Automotive

Advertising

THE PRESS published **30.1%**

more Automotive advertising during

1932 than any other Pittsburgh news-

paper, leading in 6 of the 7 classifica-

tions (85.7% of the total number). In

total new Passenger Car advertising, The

Press' line volume was 21.4% greater

than any other Pittsburgh paper.

Pittsburgh Press



FIRST

IN PITTSBURGH

in Classified Advertising

THE PRESS published 54.1% of **THE**
all the *Classified* advertising appearing in the *Ro*
in Pittsburgh newspapers during 1932. In the
Its lineage volume exceeded that of the during
other two papers combined by 17.9% exco
The Press printed **40.5% MORE** 100
dividual classified advertisements than
the other two papers combined.



The Pittsburgh

FIRST

P I T T S B U R G H

Rotogravure

Advertising

THE PRESS published 67.7% of all
 appearing in the Rotogravure advertising appearing
 in the Pittsburgh Sunday newspapers
 during 1932. The Press lineage volume
 exceeded that of the other paper by
 100%.

in this insert based on lineage reports of Media Records,
 of American Weekly lineage and advertising of pub-
 enterprises in second paper, and Metropolitan Sunday
 lineage in The Press.

Pittsburgh Press



Some of the General Accounts That During 1932 Used The Press Exclusively in Pittsburgh

Pennsoll, Waverly Oil, Willard Batteries, Dodge Trucks, Associated Paint Manufacturers, Du Pont Paint Products, Cyclone Fence, Nicholson File, Steeleote Products, Vermont Marble, Gibson Refrigerator, Stewart-Warner Refrigerator, Century Fans, Hoover Cleaner, Johnston & Murphy Shoes, Matrix Shoes, Gold Medal Flour, Bosco, Boscui Coffee, Clicquot Club, College Inn Products, Herlick's Malted Milk, Orange Crush, Postum, Kellogg's Whole Wheat Biscuit, Ralston Cereals, Ivanhoe Mayonnaise, Black Flag, Flit, Ceiba Products, Gorton Products, Bowlene, Brillo, Gypsy Dyes, One-Minute Washer, Toddy, Duff's Products, Old Homestead Syrup, Belle Isle Tuna, Breast O'Chicken Tuna, Chicken of the Sea Tuna, Deerfoot Farm Sausage, Irish Hams, Cleveland Cleaner, Dri-Brite Wax, Stokely's Vegetables, Sunshine Pimientos, Governor Clinton Hotel, Magnesia Oxoid Tablets, Nurito, San Cura Ointment, Squibb's Cod Liver Oil, Calo Dog Food, Pocono Tobacco, Brownstone, Kling, Tek Tooth Brush, Indian Coach Lines, Le Gant Corsets, Wear Right Gloves, Atwood Grapefruit, Gerber's Vegetables, Hartley's Marmalade, Hawaiian Pineapple, National Canners Ass'n, Holland Furnace, Minneapolis-Honeywell, New England Hotel Ass'n, Waldorf-Astoria Hotel, Quebec Tourist Bureau, Adlerika, Ironized Yeast, Pertussin, Tastyeast, Big Yank Workshirts, Knit-tex, Palm Beach Clothes, Loma, Encyclopaedia Britannica, Ladies' Home Journal, Life Magazine, Atwater Kent Radio, General Electric Radio, Stewart-Warner Camera, 44 Cigar, Rob't Burns Cigar, Dr. West Products, Daggett & Ramsdell, APW Products, Veldown, Consolidated Steamship Lines, Great Lakes Transit, Grace Line, Munson Lines, N Y K Line, London Midland & Scottish Railway, German Tours, Kayser Products,

The Pittsburgh Press

A Scripps • Howard Newspaper

NATIONAL ADVERTISING
DEPARTMENT OF
SCRIPPS • HOWARD
NEWSPAPERS
230 PARK AVE., N. Y. C.



MEMBER OF THE UNITED
PRESS... OF THE AUDIT
BUREAU OF CIRCULATIONS
and of
MEDIA RECORDS, INC.

CHICAGO • SAN FRANCISCO • LOS ANGELES • DALLAS
DETROIT • PHILADELPHIA • BUFFALO • ATLANTA

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How New Products Are Found and Developed

Some Fundamental Principles, Proved by Manufacturers, Which Can Guide 1933 Activities

JOHN FALKNER ARNDT & COMPANY
PHILADELPHIA

Editor of PRINTERS' INK:

Will you kindly send us a reprint of the article on Carbons shoe polish, "How to Choose and Introduce a New Product" that appeared in your issue of November 10?

ROBERT N. D. ARNDT.

THIS inquiry, one of a number that PRINTERS' INK is continually receiving, reflects the attention which is being given to the profit and marketing possibilities of new products. Advance information indicates that the trend which was so pronounced in 1932, will continue undiminished in 1933.

As the finishing touches are being put on, preliminary to the debut of tested products and plans, search is going forward for ideas for products which also are to be the young hopefuls of 1933. How are these ideas conceived? Where does one start to look for a new product?

Once an idea presents itself, what checks are made to make fairly certain, if not definite, that the new product will hold its own in competition for a share of the consumer's dollar?

These are questions that must be answered before a product is ready for market. The article referred to by Mr. Arndt concisely sets forth a code of specifications for determining whether a new item should be added.

Seven checking points constitute the Carbons new product policy: Is it better? Is it necessary? Is it beneficial? Is it desirable? Is it attractive? Is it economical? Is it practical?

If the new product can yield affirmative answers to this analysis, it is ready for market. But before this analysis can be made, a new product possibility must have been found. Sometimes ideas are born of accident but these are few and far between.

Business always stands a better

chance of getting what it goes after when it has a plan for reaching its objective. Success will depend upon how intelligently the search is conducted and how wisely selection is made of the ideas which present themselves for adoption.

A study made of the achievements of manufacturers in varied fields of activity revealed that new products have their origin in the following:

1. Radically different but related products.

Imagine an advertiser advertising neckties for twenty-five years and never selling one! Yet that was the record of Cluett, Peabody & Company. Neckties as a complement to proper showing of shirts were featured. Last year, the company decided that cravats would be a logical addition to the merchandise it made and sold. Result, a new product, Arrow cravats.

Sold by the same dealers, the new product plusses the company's sales of its collars and shirts.

The Wooster Brush Company found ready acceptance for a different, but related product with its Wooster Brush Cleaner.

Coty, Inc., introduced Coty Lotion, extending to its market in America a product that had recognized usage in France and Latin-America. Though this product is largely sold to complement other Coty preparations as far as consumer usage is concerned, it is being sold only for application through beauty shops. Accordingly, an entire new field of outlets has been developed.

2. Sounding trade opinion.

A. Stein & Company recommend exhaustive investigation among dealers. This reveals more than new product suggestions. It also yields a verdict which helps confirm whether an advertiser's judgment

on a new product is sound or not.

3. Study of market needs.

Kenwood Mills found, after a survey, that there is a need for summer blankets. These are now being made and have given life to what commonly had been a slack four-month season.

4. Gearing a product for new outlets.

"Why can't we get more distribution through soda fountains?" the makers of Canada Dry ginger ale asked themselves. The market was studied, the product made available in syrup form, licensed outlets trained to mix it so that a glass of the beverage at the counter would be uniform with the bottled product. Sales were given a sharp impetus as a result.

5. Present plant equipment.

The Parker-Kalon Corporation, confronted with the problem of building up new sales to offset those lost, directed its sales department to uncover a new product. This would have to be possible of production on present factory equipment. Like A. Stein & Company, Parker-Kalon submitted the new product candidate to the trade to determine consumption potentialities.

6. Use of existing raw material sources.

Worcester Salt for years has been recommended for use as a dentifrice. What should be more natural than to take this product and make it the base of a toothpaste?

Even after the decision had been made to make a toothpaste, it was two years before it was ready for the market. This time was devoted to formula, package and distribution plans.

Again, in the field of raw material, development of package specialties open up new outlets that enable a manufacturer to get his raw material into use by guiding the sale of products in finished form. The Long-Bell Lumber Sales Corporation has built a successful business for its Kum-Fit lawn furniture and other items which it

sells knocked down in cartons.

7. Accessories as new products.

Typical of the experience of many manufacturers is that of the Hurley Machine Company. Its new product, a stand for an attachment ironer used in connection with Thor washing machines, sent the sales organization ringing 125,000 doorbells of listed Thor owners.

8. New products for special uses.

This is acknowledged to be the most prolific source of new products. Study of existing products reveal their adaptiveness to meet a special use.

Vick's addition of nose drops and cough drops is a case in point. Outstanding, also, are the additions of toothpaste, shaving cream, toilet soap and throat tablets to the Listerine family.

The addition of Silver Dust to the Gold Dust family affords another variation. For years Gold Dust was advertised as a heavy duty cleanser. While it could, if used in correct proportions, do the lighter household duties, this work, it was found was going to competitors.

The situation led to the development of Silver Dust. Put on the market to work alongside its sturdier relative, it has made a place for itself as an independent member of the family.

9. Junior models.

The radio, motion picture machine, refrigerator and electrical appliance fields offer numerous examples of what can be done to broaden markets by the inclusion of junior models. These stimulate sales to customers to whom appeal would be futile if price range were not materially lowered.

10. New fields.

Such products for the most part come from laboratory research sponsored by the large corporations. Cellophane is an excellent example.

11. Products that offer improved service.

New ways of meeting old problems sum up the incentive for new products under this source. John-

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son & Johnson's Couettes, Denni-
son's Babypads, Kleenex and Tish
are representative of this group.

12. Established products in new form.

Customers are quick to respond to convenience. Products can be so drastically changed in form as to come entirely within the scope of new products.

There is Runko, originally sold in powdered form and now available in liquid form as well. Shaving soaps which have been modernized in form to appear as creams in tubes, typify another notable example.—[Ed. PRINTERS' INK.]

Blackett-Sample-Hummert and Gardner Merger Dissolved

Blackett-Sample-Hummert & Gardner, Inc., a merger effected four months ago consolidating the New York offices of the Gardner Advertising Company and Blackett-Sample-Hummert, Inc., has been dissolved. H. S. Gardner, chairman of the board of the consolidated company, states that this action was taken due to the development of difficulties and problems "which could not have been anticipated at the outset.

"After four months' effort, the solution of these problems has not been found and, therefore, it was deemed advisable to discontinue the merger."

Each business will go back to its original status and the business handled by each company prior to October 1 will be handled by that company after February 1.

Blackett-Sample-Hummert, Inc., have appointed as vice-presidents and participating partners Anne S. Ashenurst, Clinton S. Ferris and John K. Rich.

Starts Cleveland Business

O. F. Bartlett, formerly with the Carpenter Advertising Company, Cleveland, Erick W. Blackburn, formerly with the Fawn Art Studios, of that city, and C. Eugene Moore have formed the Bar-Mor Corporation, with offices in the Leader Building, Cleveland. The new concern will specialize in display advertising for hotel lobbies, bus stations and other public buildings. Mr. Bartlett is president and general manager; Mr. Blackburn, director of art and display, and Mr. Moore, sales manager.

U. S. Asbestos to McLain

The McLain Organization, Philadelphia, has been appointed to direct the advertising of the U. S. Asbestos division of Raybestos-Manhattan, Inc., Manheim, Pa. Business papers and direct mail will be used.

GOOD COPY

despite sporadic
assaults on the
ethics, code and
decency of
sound advertising
steadfastly
carries on.

HAWLEY ADVERTISING COMPANY Inc.

95 Madison Ave.
New York City

Food Foundation Builds Consumer Acceptance for Chain

General Advertising, Direct Mail, Cooking School and a Home-makers' Reference Committee Go to Make Up Kroger Plan

TWO years ago The Kroger Grocery & Baking Company, operator of 5,000 food stores throughout the Middle West, organized the Kroger Food Foundation.

"Its purpose," the opening announcement said, "is to insure the finding of the 'better way,' the better way of growing, packing, distributing and cooking better foods—through the testing, analysis and study of foods from their source to your table."

What has this organization been doing during these two years?

A staff of scientists, home economists and dietitians has been busily engaged in carrying out the pledge made at the Foundation's inception.

There have been bulletins by the millions issued to the Mrs. Consumers who have asked for information on their food problems. Thousands of requests for advice on some phase of managing the kitchen have been answered personally. Cooking, food, quality, nourishment, proper feeding and grade differences are but a few of the subjects covered by the information department.

In the laboratories, there have been researches, experiments, tests. Standards for merchandise bought by Kroger have been set. Food items have been accepted, rejected, improved. New items have been recommended; old ones have been dropped.

The official Food Foundation Seal of Approval has been placed on many items of merchandise for sale in the company's stores.

Fellowships have been established in colleges and universities, and specific problems assigned to the fellows. Conventions and meetings, domestic science classes and clubs have been addressed by the lecturers of the Foundation.

Meanwhile, the story of the Foundation has been carried to the

buying public of the territory covered by Kroger stores. Women have been invited by the Foundation to avail themselves of the help it offers.

But the executives in charge wanted not only to attract women to the Foundation, but also to bring it to the women.

So the Kroger Food Foundation Cooking School and Food Institute came into being. This traveling part of the Foundation is on the road, in the territory covered by the company's stores, showing the work which is being done to help Mrs. Consumer solve her food and menu-planning problems.

In each city the school is staged in conjunction with a local newspaper, and in this paper—the week preceding the school—the "show" is announced with a campaign of teaser advertising highlighting the important features of the school and inviting women to attend.

Newspaper Supplement Plays a Part

Then, on the Tuesday of Cooking School Week, a ten-page newspaper supplement—carrying news stories of the school, along with advertisements of Kroger and the national manufacturers whose merchandise is featured in the three cooking school sessions on Wednesday, Thursday and Friday—is run.

Meanwhile a meeting of store personnel in the market area covered by the school is held. The merchandising possibilities of the school are explained, in order that the most effective tie-ups will be made in stores, both while the school is in progress and after it has been concluded in that city.

Thus, with a complete program of advance advertising and instruction preceding each school, the school opens.

In each town visited, three sessions are held on consecutive afternoons. At each of the sessions the

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Foundation Cooking School lecturer, and her assistants, demonstrate foods and food preparation from an especially constructed kitchen on the platform in the hall where the school is held.

"Styling Foods," "Economy of Foods" and "Inexpensive Entertaining" are discussed on Wednesday, Thursday and Friday, respectively. On the stage the lecturer uses the equipment and the food of a group of national advertisers, including Kelvinator, Kraft, General Foods, Kellogg, Quaker Oats and so on.

In addition to the actual school lectures and demonstrations, another important part of this program is the Kroger Food Institute, the "Little World's Fair of Foods," as it is known.

It consists of a series of booths erected in the lobby of each auditorium where the cooking school is held, for the purpose of displaying items of Kroger and national manufacturers used in the lectures and demonstrations from the platform. Special market displays, miniatures, wax models, laboratory experiments, exhibits from raw to finished products are to be seen. A color scheme of pale jade, silver and black, with touches of flame-color, is carried out in the booths, which are all alike in background. A special lighting system is carried with the show, so that spotlight effects, color schemes, etc., can be effected. Heavy, rich, black plush curtains form the back drops of each booth.

In addition to the manufacturers' booths, women's clubs are represented in one booth. On the different days of the school, the clubs are permitted to show exhibits of their activities, and to make any efforts they care to for the promotion of their charities or civic undertakings.

Finally, to clinch the interest of women, a series of prizes for women is provided.

Gifts of food baskets and kitchen equipment are given away each day to the women attending the school.

In addition to these daily gifts, a list of grand prizes is awarded at the close of the final session, Friday afternoon. The capital gift on

this list is a new model Kelvinator electric refrigerator. Other grand gifts include an electric mixer and juicer, a chest of 1847 Rogers Bros. silver knives and forks, a piece of kitchen furniture from the Hoosier Company, and many others.

The daily special gifts number



The Kroger Food Foundation's Seal of Approval

sixteen, plus fifteen baskets of food, each of which contains twenty items. The total value of each of these baskets amounts to several dollars. In addition to food, the special daily gifts include a number of Wear-ever aluminum kitchen utensils, a "Kontanerette," a new piece of equipment for kitchen cabinet or refrigerator, a copy of the new General Foods cookbook, a new, handy recipe file from the Kellogg Company, and many others.

Another inducement offered is a free envelope of bulletins, pamphlets and folders—dealing with problems of the kitchen and the home.

The Kroger Food Foundation Cooking School and Food Institute has appeared in a number of major cities. At every session, the auditorium has been overflowing with visitors. At many of the sessions hundreds were turned away.

Another feature of the school is a talking motion picture, "Thought for Food." It was filmed in the laboratories of the Foundation in Cincinnati, and conducts the audience on a tour of the laboratories and experimental kitchens and shows the wonders of an "electrical

stomach," the taking of micro-photographs in connection with the examination of food, and the purpose of baking fifty to a hundred little "pup loaves" of bread every week are only a few of the interesting glimpses.

One of the important adjuncts of the school is a series of publications on food and food preparations, available to housewives who attend the sessions.

All or any part of the series of thirteen booklets, together with an index, is free to women who write to the Foundation requesting them. The booklets are of uniform size and are punched for filing in a binder which is furnished for 25 cents.

Cover All Phases of Kitchen Management

The bulletins contain information intended to cover all phases of the management of the kitchen. Each one covers some phase of food preparation. The self-explanatory titles of some of the booklets are: "Packing Carry-Lunches for Work and for Play"; "Getting the Most Out of Vegetables"; "Quick Dinners for Busy Days"; "Bringing Back the Art of Baking"; and "How to Make the Menu Please the Crowd."

The entire series was compiled in the laboratories of the Foundation by the dietitians and home economists. Collaborating in the preparation of two of the booklets, "The Meat Course—The Main Course" and "Evaporated Milk," were the National Live Stock and Meat Board and the Evaporated Milk Association respectively.

Another phase of the Kroger Food Foundation's work is the Homemaker's Reference Committee. It is made up of a group of women who have been selected from various towns and cities in which many of the 4,885 Kroger stores are located. These homemakers will act as advisers and consultants to the Foundation and assist in directing its future activities. The members are not paid. All work will be handled by mail.

The purpose of the committee is

to secure for the company a true customer reaction to its merchandise, service, policies and personnel.

The company believes that, serving such a wide range of people, as it does, it is desirable to have the viewpoint of all groups in order to obtain the most valuable benefits from this activity. Women who actually come to Kroger stores, it was reasoned, to buy merchandise should be the most logical ones to tell the facts the company wants to know.

The committee was organized by sending invitations to a hand-picked group of women. Wives of stockholders; members of women's clubs; high school, university and home economics teachers, parent-teacher groups and music and art clubs formed the group from which these names were selected.

The questionnaire gave the company an actual picture of the interests and backgrounds of the women and enabled it to catalog the group. The committee is flexible in operation. Every member is not consulted on every question. When advice is needed on a special question, the Foundation writes only to those people who, the records show, are most interested in the subject.

The questionnaire asked for data on members of family—age, sex, occupation. It asked for type of stove and refrigerator used, magazines received regularly, club memberships, if formerly employed in business and whether member did her own cooking.

It is expected that the activities of the committee will result in obtaining accurate information on what women want and, consequently, enable the company to meet these demands more satisfactorily.

Information along these lines will be obtained from members of the committee:

1. Consumers' opinions on food. A sample of new items presented to the company may be sent to the committee with the request that "family opinion" be given. Questionnaire will be supplied with item to be tested. Consensus of opinion will furnish information on which a decision will be made whether or

not to proceed to stock items.

2. Similar handling in the case of any new item manufactured by Kroger.

3. Consumer opinion on labels with reference to design, color, what information women most desire on labels, etc. Consumer opinion on shape and style of containers as to practicability, utility, refilling uses, etc.

4. General information from the committee as to consumer opinion on the store layout, types of stores, general acceptance of merchandise carried, personnel, meats and the many other questions that come up on which a consumer reaction would be advisable.

5. General consumer opinion on policies.

Here is a typical example of the work. Two cans of merchandise, one of which was Kroger's own brand, Country Club, and the other that of an outside manufacturer,

were sent to a group of 150 of the members. Labels were removed, and one can was marked AZ and the other was marked MB. This made it impossible for any of the women to know which was which.

As a result of opinions obtained, it was found that a change of the season of this item was necessary. This change is being made at the present time and the company looks forward to much better customer acceptance of the merchandise because of this. In this instance, the Kroger brand happened to lead in preference.

Another practical application of the committee is the test which is being made at the present time to determine what type of menu information is most desired. The series of menus, already mentioned, is being sent to members of the committee, who will be asked to test them and give their opinions and offer any suggestions.

Plans 3-Year Expansion Program

A THREE-YEAR program of expansion, which calls for immediate enlargement of the sales force and the launching of an intensive and continuous advertising campaign to the medical profession and drug trade, has been adopted by Abbott Laboratories, North Chicago, manufacturing pharmaceutical chemists.

December, 1932, was the best December the company has expe-

rienced in five years from the standpoint of volume and profits. Much of the success of the company, according to Dr. Alfred S. Burdick, president, has been due to extensive research, resulting in the development of new products which embodied the most recent scientific medical discoveries.

There has been no curtailment of either sales or advertising activities, he added.

Tobin Joins Detroit Agency

Stanley Tobin, previously with *Electric Refrigeration News*, and also formerly with the Frigidaire Corporation and the Geyer Company, Dayton, Ohio, has joined Brooke, Smith & French, Inc., Detroit advertising agency.

Has Oil Burner Account

Scott-Newcomb, Inc., St. Louis, manufacturer of Pioneer oil burners, has appointed Oakleigh R. French, of that city, to direct its advertising account. Newspapers and business papers will be used.

Death of F. W. Butts

F. Worthington Butts, former president of the Butts Lithographing Company, now part of the Morgan Lithographing Company, Cleveland, died recently at New York.

Joins Superior Engraving

W. R. Smith, recently with the Barnes-Crosby Company, Chicago engraving firm, has joined the Superior Engraving Company, also of Chicago, as vice-president.

New Account to Hazard

Blue Plate Foods, Inc., New Orleans, has appointed the Hazard Advertising Corporation, New York, to direct its advertising account.

New Toledo Business

Maurice Marenberg and Robert F. Radke, formerly with the Carlon Press, Toledo, have organized the Radmor Press at that city.

This Miniature Is Selling Medium, Display Piece and Toy



ILLUSTRATED is a miniature kitchen designed for use by distributors and dealers to promote the General Electric Kitchen idea. It will be used as a direct selling medium and as a display piece and will be sold by dealers as a toy.

This is a complete miniature in full detail of a General Electric Kitchen, showing all the major appliances including the GE Refrigerator, Hotpoint Range, dishwasher, ventilator and lighting.

The miniature comes knocked down and is easily set up into the form of a kitchen. All of the working surfaces are finished in actual Monel Metal. A small kitchen table and chair are also of metal.

All of the proportions and decorative elements have been planned and authorized by the architectural division of the General Electric Kitchen Institute and are so carefully worked out that if the miniature were later interpreted and a full-size kitchen built to the exact dimensions, a very efficient and modern kitchen would result.

All of the elements in the miniature—the flooring, wall material, tiling, metal surfaces, cabinets, and paint colors—are of standard dimensions and in accordance with designs made by various national manufacturers. This also applies to the tubular chair and table mentioned previously.

"Vogue" Appoints Marion C. Taylor

Vogue has appointed Miss Marion C. Taylor as merchandise counsel and fashion advisor to advertisers. Miss Taylor's work for *Vogue* will be in addition to the counseling service she is rendering to other clients.

Appoints Hanff-Metzger

The Renken & Yates Smith Corporation, New York, importer of Peek Frean biscuits and Robertson's marmalade, has appointed Hanff-Metzger, Inc., of that city, to direct its advertising account.

Newspaper Campaign for New Gasoline

Newspapers in sixteen states will be used by the Mid-Continent Petroleum Corporation, Tulsa, Okla., to introduce its new D-X gasoline. This account is handled by R. J. Potts & Company, Kansas City, Mo.

Has New Account

The advertising account of the Beneficial Management Corporation, New York, is now being handled by Small, Kleppner & Seiffer, Inc., of that city.

Q Charles Scribner's Sons maintain the leadership of ARCHITECTURE, the professional journal, through the outstanding individuality of its editorial character, its distinctive record of achievement, its printing craftsmanship and its unquestioned supremacy as an epitome of architectural design.

A n advertising bargain sale

First time in the history of modern merchandising

Here are the details of a new deal which saves you \$660.

Until the closing date of the March issue, the twelve-time rate of ARCHITECTURE is reduced from \$175 to \$120—a 37% downward revision, a saving of \$660.

This is a bargain sale.

Why?

Because present-day selling methods call for it. Because business must be done on a new basis; old conditions are far behind us. This is a new year and it brings new outlooks and new deals. We are now down on a lower commodity scale and we must do business on that scale before we can climb back.

All right. We propose to do business. Therefore, Charles Scribner's Sons, Publishers of ARCHITECTURE, have reduced rates as follows:

12 pages from \$175 each to \$120 each	a saving of \$660
12 half-pages from \$87.50 each to \$70 each	a saving of 210
12 quarter-pages from \$43.75 each to \$35 each	a saving of 105

There is no change in our rate card. All contracts at these special rates start with the March issue and must be on a twelve-time basis.

This is a bargain sale.

Yes, but in the best meaning of the term—a sale of a product of proved value, at a reduction, in order to meet the needs of the times. It is not a frantic attempt to "get business at any price." It is not a depression-driven expedient—it is a carefully considered decision by one of the leading publishers of America to help move the business wheel off its dead centre.

Charles Scribner's Sons have been in business almost a century. During that time they have gone through twelve depressions, and have always found a way out to greater success. They have been

at it long enough to know what they are doing. If anyone doubts it, verify the facts through Dun or Bradstreet.

So Charles Scribner's Sons present a plan to break the vicious circle of stagnated business. It is a plan which will keep you in the consciousness of the working architect. Manufacturer after manufacturer is admitting that he has slipped several notches in keeping the profession aware of his existence. These men acknowledge that they must rebuild their fences. ARCHITECTURE is making it possible for them to do this and do it now.

Editorially, ARCHITECTURE has taken the first steps toward a New Deal, a better and more luxurious presentation—the printing in the new Scribner-tones process. In circulation, ARCHITECTURE shows a unique stability—a decline of less than one hundred architect readers in over two years. Our renewal percentage is practically the same as a year ago and our percentage of arrears is less. Our readers are on a year-to-year basis—no deadwood—nobody who paid two years ago and who has no work in his shop now. Our circulation is voluntary purchase circulation, not the questionable results of high-pressure salesmanship. It covers the cream of the profession—the men who have done big things and are getting ready to do bigger things.

Why reduce rates for only a limited period? Frankly, the time limit is the spur behind the plan. Our bargain sale must be taken advantage of by that date. It is a special inducement to you to do business now—not "when things look better" or "when the board makes its appropriations," but now. During this limited time, we cannot see everybody and can only call once on those we do see. We may miss you, so you will do well to wire us your reservation of space today. Your action, without delay, means a saving of \$660. Wire us now and you can go home tonight feeling you have done a mighty fine day's work.

Charles Scribner's Sons

Architecture

New York Chicago Cleveland Boston Los Angeles San Francisco

Two Young Men, A Young Lady and a Boy

IT was in 1895—of course, I was a young fellow—when I joined The A. Frank Richardson Special Agency, which represented a great many important Newspapers; and it was a few years later when I started in for myself.

When I opened my own office I had my boyhood friend Herman Halsted with me, whom I had brought down from Elmira, and a young lady secretary. A little later, a lad named "Neil" Regan came into the fold. Halsted and Regan are still with me, and the young lady secretary probably would have remained except that Halsted married her.

That was long ago, since which time many other good men and young women have joined the organization, a number of whom mean so much to me now that I would hardly wish to carry on without them.

Today, we represent very important Newspapers and we have over sixty experienced men, who do nothing but sell Advertising for them.

The average length of service of nearly one-half of our staff has been about twenty years, and a number of our Newspapers have been represented by us for a much longer period than that.

We now have six branch offices from coast to coast, besides our New York headquarters and we believe we are in a position to serve our Publishers well.

It may not be modest to speak of accomplishments, but in these days when business is so dull, it becomes almost a necessity to say something worth while about your own organization; and I am, therefore, reminded of one Newspaper for which we increased National Advertising revenue over 37% during the *first month* of our representation. I am reminded of another Newspaper that carried \$30,000 worth of National Advertising for the year before we took it over, and, later this Newspaper's National Advertising income reached a figure of over \$700,000 annually.

Sixty-three Experienced Men; An Army of Assistants

We can present another picture which shows that before the depression started, we never took over the representation of a Newspaper for which we did not materially increase its income.

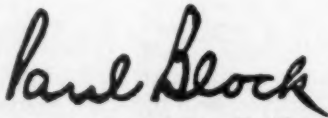
I do not make these statements in a boastful spirit, but only because I feel that they may be of interest to some Publisher.

Since the depression it has been rather difficult to determine whether or not a Newspaper has been getting its share of National Advertising. It should, however, be fair to judge an organization's present and future capabilities by what it has done over a period of years for the Newspapers it represented.

Because business has fallen off considerably and because we have the largest, and, I think, the best equipped organization doing such work, we are in a position at this time to serve one or two more Publishers.

During these past years, I have become the owner of several important Newspapers. I believe this has given us a closer picture of the Publisher's problems and, through this, a more thorough knowledge of the importance of the entire National Advertising structure as it relates to the Advertiser, the Advertising Agency, and the Publisher.

This is the first time in the history of our business (with one exception) that we have solicited the representation of a Newspaper, and if any Publisher would like to know more about our organization and its work, we will gladly give such information.



President

PAUL BLOCK AND ASSOCIATES

Mouse-Trap Finale

Once More We Trace the Quotation to Emerson, but Believe He Lacked Merchandising Sense

E. LYELL GUNTS, INC.
BALTIMORE, MD.

Editor of PRINTERS' INK:

Will you please get me straight on the famous "Mouse-Trap" quotation?

As I understand it, the saying so often quoted about the mouse-trap maker with his house in the woods was written by Elbert Hubbard but ascribed by him to Emerson.

Will you kindly give me Hubbard's exact words and where they appear, and also the exact quotation of Emerson of which these words are a paraphrase?

LOUIS F. CAHN,
President.

BACK in 1927 we made a serious attempt to settle this mouse-trap quotation business once for all. The argument over its origin, however, still rages and it is a lean year's mail that doesn't contain many letters on the subject.

The final paragraph of our last dissertation in print on the matter in 1927 read as follows: "Until we can be shown that someone else recorded this idea before the Sage of Concord got on the job we shall continue to insist on giving him credit." We have learned nothing new since then; so we take the liberty of repeating our reasons for crediting the idea to Ralph Waldo Emerson.

In our 1927 reply to a question about the quotation we reproduced a Photostat made by the New York Public Library of page 528 of the eighth volume of "Emerson's Journal." It contained a paragraph which read as follows:

I trust a good deal to common fame, as we all must. If a man has good corn, or wood, or boards, or pigs to sell, or can make better chairs or knives, crucibles or church organs, than anybody else, you will find a broad, hard-beaten road to his house, though it be in the woods.

If this paragraph were the quotation as we commonly hear it repeated today, there would be no hesitancy about crediting Emerson with it because no earlier record of a statement of this idea has been brought to light. But the quotation

as we now know it is usually given as follows:

If a man write a better book, preach a better sermon, or build a better mouse-trap than his neighbor, though he build his house in the woods, the world will make a beaten path to his door.

One possible explanation of how this new version got its start is contained in a footnote made by the editors of "Emerson's Journal" on the page of which we made the Photostat. It reads:

"There has been much inquiry in the newspapers recently as to whether Mr. Emerson wrote a sentence very like the above which has been attributed to him in print. The Editors do not find the latter in his works, but there can be little doubt that it was a memory-quotation by some hearer, or quite probably, correctly reported from one of his lectures, the same image in different words."

From the above it seems safe therefore to say that the idea of the quotation can properly be attributed to Emerson. Whom to credit for the latter version seems a matter of dispute.

Enter the
Reverend John Paxton

W. G. Bryan and Forrest B. Spaulding both wrote to PRINTERS' INK in 1927 to say that credit for the "mouse-trap" version belongs to the late Reverend John Paxton, a Presbyterian minister.

Mr. Spaulding in his letter said: "A writer in 'Unity' back in 1912 offers fairly good proof that the 'mouse-trap' sentence as usually quoted was uttered first by Dr. John Paxton, pastor of the West Presbyterian Church in New York. This writer (Mr. Spaulding) further claims that the sermon was later repeated at the New York Chautauqua which would bring it very close to Elbert Hubbard's home grounds."

J. W. Beckman, secretary to Elbert Hubbard, also wrote to

Jan. 19,

PRINTERS' INK said the say: "V thing a respons it on a it!"

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PRINTERS' INK at the time. He said that Elbert Hubbard used to say: "When you want to say something and don't want to take the responsibility for it yourself, blame it on a dead man. He can't deny it!"

Mr. Beckman went on to explain that the most noteworthy instance where Hubbard applied this was in connection with the famous mouse-trap epigram which he attributed to Emerson. However, Mr. Beckman explained, Mr. Hubbard later denied that Emerson ever was re-

sponsible for the mouse-trap quotation.

In this Mr. Hubbard may have been correct but he was in error in absolving Emerson from total authorship as we have seen in our quotation from the "Emerson Journal."

Outside of the observation that we agree with a further remark of Elbert Hubbard to the effect that "the mouse-trap guff isn't true" we rest our case on the authorship of the quotation at this point.—[Ed. PRINTERS' INK.]

Enthusiasm

(Continued from page 6)

staged in a theater and produced in professional fashion.

There wasn't a dull moment from the time the curtain went up until the close of the meeting.

For example, the opening scene showed four men dressed as the cartoonists ordinarily picture a prohibitionist. Black stove-pipe hat, black gloves etc., all created a funereal atmosphere. The orchestra played "Hearts and Flowers." Mr. Peed, who acted as master of ceremonies, asked the moaning men what the trouble was. Each one told about his troubles, blaming his lack of business on various depression factors.

A doctor was called in who cured each one by taking him behind the scenes and shooting him. Then Mr. Peed put the entire audience in good humor by asking if there were any dealers in the audience with any troubles, implying that they would be treated in a similar fashion.

One little skit brought home dramatically the importance of the dealer carrying the enthusiasm which he got at the meeting back to his own salesmen.

The first scene showed how not to do it. The dealer came back without making any attempt at passing on what he had learned to his salesmen.

In the next scene the dealer was all pepped up and he passed on his

enthusiasm to his own organization. The part of this dealer, by the way, was played by R. M. Rowland, our assistant general sales manager.

Another scene showed our entire executive staff at a meeting during which the new car was discussed. Among those present was Walter P. Chrysler, whose personality, by the way, plays an important part throughout our entire program. The parts of these executives were all taken by professional actors.

The climax of this meeting was a spectacular demonstration of the point which Mr. Peed had just made about the strength and the construction features of the car.

"Can it take it?" was the question he had just raised and to prove that the car can take it he drew aside the curtains and there, on a raised platform, was a car. A chute or runway ran down to the edge of the stage. To the surprise of the audience this car was catapulted down this runway turning over several times, landing with a crash at the edge of the stage, right-side up.

We would have liked to carry this same meeting all over the country so that all our dealers could see it. But this was impossible. Instead, our executives were divided into crews and they conducted twenty-five other meetings in key centers from coast to coast. These four groups of executives

conducted the meetings simultaneously in order to get our story over as quickly as possible.

Now this same spirit of drama and personality has been carried into all of our advertising. In fact, our advertising plays a very important part in maintaining the enthusiasm which we build up by means of booklets and meetings. We use our consumer advertising constantly to drive home to our dealer organization the sales points which we have been trying to put across.

Formal Announcement Waited for New York Show

The formal announcement of the new DeSoto was set to key in with the opening of the New York Automobile Show last week. But we did not wait until that time to start our consumer advertising. A teaser campaign started in the middle of December. It was built around the fact that "the news leaked out" and featured the headlines, "Some People Can't Keep a Secret," "Somebody Talked" and "The Cat's Out of the Bag."

These advertisements were written around the idea that, although the new car was not supposed to be formally announced until the opening of the New York show, details had leaked out.

The first shipment of cars to dealers left the factory on December 12. This was done to make certain that all dealers had a sufficient supply of cars on hand to take care of the expected demand immediately following the announcement. It seemed certain that dealers would not sit idly by in December with a new line of cars in their showrooms and not call it to the attention of their friends.

The advertisements, themselves, in the consumer campaign have featured personality. The same executives who have appeared so prominently in the dealer campaign are pictured.

We are anxious to get across to consumers, as well as dealers, the fact that DeSoto is made and sold by individuals. We want people to realize that they are dealing with flesh-and-blood human beings and not with just a corporation. This

is a carrying-out of the personality idea.

Naturally, drama plays a big part in our consumer advertising. It is injected by means of large photographs, just as it was done in the dealer booklets.

On the shoulders of our consumer advertising will rest the major part of our efforts to sustain the enthusiasm which we have built up in our dealer organization. Reprints of the campaign are sent quarterly to all dealers. Some of our consumer literature for dealer distribution reproduces the advertisements. Every printed piece concerning the DeSoto car is tied up with the rest of the campaign and the entire campaign is tied together by those three factors which we are talking about—product, personality and drama.

Naturally, we furnish all kinds of dealer help material. We are constantly making suggestions and showing our dealers how to get more business. Every manufacturer has to do this today. The only difference in our plan is the way in which we present it. We believe that our way results in more enthusiasm.

I don't believe that I can emphasize that one word too much. I believe it is the most vital factor in selling today. Its absence is responsible for more lost sales than any other one thing.

A salesman can believe in his product, know its history and advantages, have an edge on competition in price, style, value—but if he isn't enthusiastic about it, he won't make many sales today.

Enthusiasm Is Contagious—Not Spontaneous

The important thing, to my mind, is to realize that enthusiasm is never spontaneous. It is contagious. It starts from the product and executives, salesmen, dealers, consumers, must all be exposed to it before they "catch it." No matter how good the product is, the dealers won't get excited unless they are exposed to that spark of belief that inspires the company executives to believe that they have the best product on the market.

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House Magazine Is Not Laughing Matter

L. H. GILMER COMPANY
PHILADELPHIA

Editor of PRINTERS' INK:

For a house publication that we plan to launch shortly, we are considering the use of the idea on the enclosed sketch as a heading for a column of humor. We do not wish to clash with anyone using this, or a very similar idea, and we should like to know whether or not from any registered titles which you may have on file, or from your own acquaintance with house-organ contents, anyone is now using this idea.

H. W. WEIHENMAYER, Jr.,
Sales Promotion Department.

MR. WEIHENMAYER refers to the title "And the World Laughs" together with an appropriate cartoon illustration. Although we have a file of more than fifty humorous column titles used in house magazines, there is none worded exactly in this way.

There was a time when many house magazines were overburdened with jokes and puns. Today, those

magazines are few and far between. The magazines that have survived the last few years have confined most of their contents to the serious side of business.

Jokes and puns on every page of a house magazine detract considerably from any attempt to put across a business message. We do not imply that humor should be discarded altogether. Rather, confine it to a column or a page instead of scattering it throughout and keep the space devoted to jokes within reasonable limits. Jokesters can then take their wit in a single dose and settle down to absorb some of the advice the editor has prepared for them.—[Ed. PRINTERS' INK.]

F. B. Davis, Jr., Heads Rubber Group

F. B. Davis, Jr., president of the United States Rubber Company, has been elected president of the Rubber Manufacturers Association, succeeding J. D. Tew, president of the B. F. Goodrich Company. W. H. Lalley, president of the Kelly-Springfield Tire Company, is first vice-president and George B. Dryden, president of the Dryden Rubber Company, second vice-president. R. H. Goebel is secretary.

*\$40,000 Monthly Sales Volume in This Spanish-Speaking Market! Investigate It for Your Product—

Over 300,000 Spanish-speaking people live in and adjacent to New York. A market of more than \$109,000,000 annually. Easy to reach and sell to through the *live* Spanish daily, *La Informacion*, published in New York City.

*Get the facts on this manufacturer who is enjoying \$40,000 monthly sales volume. Our Merchandising Department will gladly furnish the details and tell you how it has aided manufacturers in securing profitable distribution in this Spanish-speaking market. Also ask for data dealing specifically with your product. No obligation.

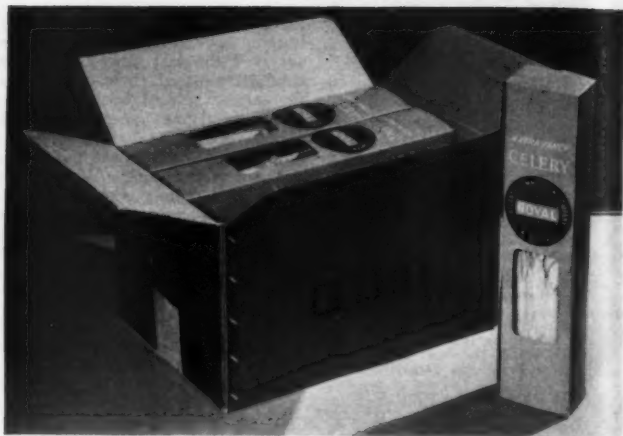
LA INFORMACION

350 Hudson Street

New York City

Member of United Press, International News Service, Universal Service.

Everywhere Spanish-speaking people reside you will find *La Informacion*. Ask them about it! Ask any Consal representing the Spanish-speaking countries in New York City.



A & P Sells Packaged Celery

THIS week in a number of A & P stores celery in packages is taking its place in the fresh vegetable departments. It is appearing under the name "Royal" and is being sold by the Atlantic Commission Company, which distributes through the A & P.

At present the best grade of celery is being packed in individual cartons with Cellophane windows so that appetite appeal will not be lost. These individual cartons are, in turn, packed in corrugated shipping containers, twelve to the container. The packaged product will sell at a slightly higher price than the unpackaged.

Packaged celery has several advantages. It is kept freer from damage in handling and the carton helps delay the evaporation of nat-

ural moisture. Further, it is felt that the container will add sales appeal through its attractive appearance as well as its cleanliness.

Within a couple of weeks tomatoes also will appear in packages, four to the box, with Cellophane over the top.

Last fall Long Island strawberry growers made an experiment in packaging and demonstrated that they could get more for their crop and deliver it to the consumer in better condition. There are many indications of a distinct trend toward the packaging of various fresh fruits and vegetables. Tests have demonstrated that where the price differential is not too great, fresh market products in neat containers get a distinct consumer preference.

New Accounts to Brisacher

The following advertisers, all of San Francisco, have appointed Emil Brisacher and Staff to direct their advertising: Boldemann Chocolate Company, using newspapers; Denalan Company, dental cleaning compound, newspapers and business papers; Madelon Pure Food & Beverage Company, newspaper and radio advertising; California Bottling Association, radio advertising, and Tiedemann & Harris, Inc., packer, newspapers and business papers.

A Magazine for Technocracy

The *Technocracy Review* is a new monthly magazine devoted to technocracy, published by the Techni-Craft Publishing Corporation at Mount Morris, Ill. Offices are at 96-98 Park Place, New York. Hugo Gernsback is president; J. M. Herzberg, vice-president; S. Gernsback, treasurer, and I. S. Manheimer, secretary. L. F. McClure is Chicago advertising representative. Loyd B. Chappell is Western advertising representative, at Los Angeles.

Printers' Ink-lings



Emphatically, No!

THERE have been more calls than we anticipated for the current issue of P.I.," we telephoned the newsdealer in the New York Times Building. "Can you spare some copies for one of our subscribers?" "Emphatically, No," was the reply. "I get 140 copies of PRINTERS' INK every week for regular customers and need every one of them."

PRINTERS' INK

Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS

Founded 1888 by George P. Rowell

PRINTERS' INK PUBLISHING CO., INC.
Publishers.

OFFICE: 185 MADISON AVENUE, NEW YORK CITY. TELEPHONE: ASHland 4-6500. President, J. I. ROMER; Vice-President, ROY DICKINSON; Vice-President, DOUGLAS S. TAYLOR; Secretary, R. W. LAWRENCE; Treasurer, DAVID MARCUS.

Chicago Office: 6 North Michigan Avenue, Gove Compton, Manager.

Atlanta Office: 87 Walton Street, Geo. M. Kohn, Manager.

St. Louis Office: 915 Olive Street, A. D. McKinney, Manager.

Pacific Coast: M. C. MOGENSEN, Manager. San Francisco, Los Angeles, Seattle, Portland.

Issued Thursdays. Three dollars a year, \$1.50 for six months. Ten cents a copy. Canada \$4 plus duty \$2.60 a year. Foreign \$5 a year.

Advertising rates: Page, \$135; half page, \$67.50; quarter page, \$33.75; one-inch minimum, \$10.50; Classified, 75 cents a line, minimum order \$3.75.

JOHN IRVING ROMER, Editor
G. A. NICHOLS, Managing Editor
ROY DICKINSON, Associate Editor
C. B. LARRABEE, Associate Editor
BERNARD A. GRIMES, News Editor

EDITORIAL STAFF

E. B. Weiss Andrew M. Howe
H. W. Marks Eldridge Peterson
S. E. Leith Don Masson

Allen Dow

Chicago: P. H. Erbes, Jr.

London: McDonough Russell

NEW YORK, JANUARY 19, 1933

Make the Budget Elastic

In his annual report giving his stockholders an account of his 1932 stewardship, S. Clay Williams, president of the R. J. Reynolds Tobacco Company, modestly calls attention to a reserve of \$8,149,445.73 for that year as compared with \$2,403,710.79 for 1931.

The interesting thing about this showing is not the size of the figures but the fact that \$4,000,000 of the reserve, according to Mr. Williams, is money that the company appropriated to pay for advertising during 1932 but which it did not spend.

It had the budget laid out in good shape but as the year progressed conditions seemed to indicate that "the fullest returns" might not be gained from investing the entire amount.

Accordingly, this \$4,000,000 "of advertising accumulation charged

against 1932 earnings is carried forward as a reserve and represents an additional amount available for advertising in 1933." The italics are ours.

This emphasizes the thought that the nailed down, strictly cut-and-dried advertising budget for this year or any other year is very largely a work of fiction.

We should be glad to be able to announce that Mr. Williams had spent this additional \$4,000,000 but are quite willing to accept at full face value his statement that it would have been too much for 1932. If he had had a rigid program, therefore, that he was going to carry out regardless of developments, he might not have gained from it the full percentage of profit he has been in the habit of realizing from his advertising.

Consequently, an unbreakable program for the year with everything laid out, with all the copy written and O.K.'d, all the artwork in the shop, all media definitely selected and all contracts for space put down on paper, would have been inconvenient and perhaps expensive.

Similar embarrassment, however, would have been encountered if the same unalterable arrangements had been made for an advertising program that was not large enough; the principle works both ways with equal facility.

Even though we may grant for purposes of argument that it is more beneficial to spend too much for advertising than not enough, the fact still remains that neither represents the business-like way of administering an advertising budget.

Many advertisers in planning for 1933 are showing an inclination toward a conservative investment in space which is reasonably sure to place them within the "not enough" classification.

Cold feet now are likely to exact a heavy penalty later.

Why not make the program elastic so that sufficient money may be available to do the kind of job that unfolding conditions show to be advisable and profitable?

Mr. Williams is going to buy an

enormous year under circumstances aside to case he

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enormous lot of advertising this year under almost any kind of circumstances and has the money set aside to buy a whole lot more in case he decides he needs it.

Association Reform

Among the objectives announced by the founders of the Edison Electric Institute, a new trade association in the electrical and power industries, is to purge the industry of evils, among them the use of questionable propaganda and lobbying methods.

If this group is sincere in its aims, it should serve to blow a refreshing breath of reform into a corner of the association movement that has too long been stuffy with stagnant air.

As **PRINTERS' INK** has frequently said, too many associations have stultified themselves by assuming that lobbying and propaganda are the chief aims of co-operative effort. The electrical industry has had an excellent lesson in the futility of this point of view as it has observed what happened to the National Electric Light Association with its propaganda program.

It went entirely too far, even invading the schools, and its fall was deserved.

Propaganda in the long run almost always proves to be a two-edged sword. The problems that face American industry today are not going to be solved with that kind of weapon. The sooner trade groups realize this and get down to the serious business of building aggressive leadership, the sooner will the whole co-operative movement reap its long delayed harvest.

7¼ Pounds of List

The Superintendent of Documents (upper case) at Washington sent **PRINTERS' INK** a heavy present last week. Its title: "Catalog of the Public Documents of the Seventieth Congress and of All Departments of the Government of the United States for the Period from July 1, 1927, to June 30, 1929."

The *New York Times* got one, too, and "to save work for other bibliographers" had it surveyed.

Here are the statistics: Weight, 7¼ pounds. Dimensions, 7 11/16 by 11¾ inches. Pages, 2,512 set in double column eight-point. A super-imperial or Federal quarto, as it were.

The Superintendent's pride in this massive volume seems to be based primarily on its size as he says nothing about its contents. He declares it is "the largest document catalog" that the Government ever published, excepting one.

In its contents, though, is to be seen its really intriguing feature. Usually the Government lists by pages its facilities for telling you what to eat, what not to drink, how to rear your children, cattle and horses, and so on.

But here it lists them in pounds—7¼ pounds of list taking in an infinity of subjects ranging all the way from "Lamb as You Like It" and "Dresses for the Little Girl" down to "Eggs at Every Meal" and "The Proper Food of Bullheads."

It would be cruelty to animals, however, to review this Gargantuan book any further. We don't like to spoil the pleasure of other expectant readers—nor to deprive them of the satisfaction of seeing with their own eyes what is perhaps the world's greatest list of things not to know.

If we wanted to be grossly materialistic, we might suggest that here is another exhibit of the whys and wherefores of that seemingly perpetual Federal deficit. But let that pass.

Mr. Saylor Buys a Car

Last fall P. D. Saylor, president of Canada Dry Ginger Ale, Inc., bought a modestly priced automobile.

Many a man in his position would not have purchased a car even though he needed it and had the money to pay for it which Mr. Saylor did and had. He would have been held back by the strangely incongruous thought that it was bad taste thus seemingly to flaunt one's buying power at a time when thousands of other people, who, too, would like new automobiles, are vainly hunting jobs or perhaps beg-

ging dimes out on the highways.

But it seemed to him that in buying this car he was not only doing something for himself but was actually making a worth-while contribution to the nation's great social problem. In other words, when he drove away in it he could not rid himself of the belief that in buying it he had made work for somebody who otherwise might have been idle.

What was Mr. Saylor's satisfaction, then, a few days ago to read a statement from H. J. Klinger, general manager of the Chevrolet Motor Company, to the effect that "every new Chevrolet Six represents the equivalent of 71 days of continuous employment for one man."

From his standpoint as an expert merchandiser, therefore, he thinks that **PRINTERS' INK** might well pass along to motor car manufacturers the thought that one of the very strongest talking points in advertising an automobile would be a showing in actual figures of how many working hours it means every time a car is sold.

PRINTERS' INK is happy to do this. For the idea is good all the way through. It would help remove what is perhaps the leading reason why many people who want and can afford to have new cars do not buy them.

Depression Inventions

Before the depression the increase in patents granted by the Patent Office was from 1,000 to 3,000 a year. In 1931 the increase over 1930 was 6,000 and 11,000 more patents were granted in 1932 than in 1931.

The authority for this statement is Dr. H. C. Parmalee, vice-president and editorial director, McGraw-Hill Publishing Company, who, last week, described in a speech a number of so-called depression inventions. He believes that the answer to the technocrats is to be found in the increase in invention and the development of new processes.

These stand ready to point the way back to increased employment through the creation of demand for

new materials—and also making old merchandise and old processes obsolescent.

The head of the research and new products department of a large food company estimates that more than 1,800 new or improved products had been brought out during the last two years and that as many more are ready for production. Nothing is to be accomplished, however, if they are allowed to be dammed up behind a wall of fear.

In certain quarters there is much wagging of heads because of the present activities of the automotive industry. However, if more industries showed a similar brand of faith and courage, American business would not have to worry so hard about slow recovery.

Optimist Filene

Edward A. Filene of Boston never did believe in trying to make black white or in wearing an eternal Pollyanna smirk regardless of how grave conditions might be.

But neither does he believe in forever carrying the banner of despair just because it seems to be the fashion.

For the life of him, to cite one instance, he cannot see why standardization and mass production are necessarily going to produce the steady increase in monotony and mediocrity that is everlastingly being pictured by the economists.

He has the idea that the steady "back to the farm movement" from the cities is inevitably going to raise the standards of rural purchasing power to the metropolitan level.

This, he thinks, is going to multiply the demand for the products of industry—made in the mass or otherwise—and create more jobs for those who need them.

The picture is rather fanciful and Mr. Filene would likely have difficulty in quoting chapter and verse to support his idea. But there is a whole lot more sense in his optimistic viewpoint than can be found in certain prognostications over on the other side of the fence—and just as much evidence.

When neither side can prove its case why not take the happy view?

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advisor to advertisers.

FARM PAPER SUMMARY FOR DECEMBER

COMMERCIAL ADVERTISING LINAGE

(Exclusive of house, livestock, baby chick and classified advertising)

MONTHLIES

	1932	1932	1931
	Pages	Lines	Lines
Country Gentleman..	22	14,766	15,557
California Citrograph	15	9,796	16,439
Florida Grower	11	7,456	10,307
Successful Farming..	16	7,114	10,247
Capper's Farmer...	10	6,918	11,503
Progressive Farmer & Southern Ruralist			
Texas Edition ...	9	6,804	*5,962
Carolinas-Virginia Edition	9	6,522	*5,827
Miss. Valley Ed..	9	6,189	*5,773
Ky.-Tenn. Edition	8	6,176	*7,466
Georgia-Ala. Ed..	8	6,119	*5,772
Country Home	13	5,838	7,569
South. Agriculturist	7	4,923	4,865
Farm Journal	9	4,274	7,772
The Poultry Item...	10	4,001	4,336
Poultry Tribune...	9	3,738	6,735
Everybody's Poultry Journal	6	2,664	3,164
Breeder's Gazette...	5	2,393	6,394
Am. Poultry Journal	6	2,375	6,415
Better Fruit	6	2,340	3,164
Farmers' Home Jour.	3	2,117	1,499
Poultry, Garden and Home	5	2,107	2,926
Western Farm Life	2	1,943	*4,440
Leghorn World ...	4	1,889	5,556
R. I. Red Journal..	4	1,786	5,542
New Eng. Dairyman	3	1,777	2,626
Wyoming Stockman- Farmer	2	1,758	1,855
Plymouth Rock Mo.	4	1,738	5,496
National Live Stock Producer	2	1,658	1,396
Southern Planter...	2	1,571	*6,728
The Bureau Farmer	3	1,398	1,456
N. W. Poultry Jour.	3	1,316	2,297
Southern Cultivator.	1	583	*1,142

*Two Issues.

SEMI-MONTHLIES

Missouri Farmer ...	11	8,551	8,050
Oklahoma Farmer- Stockman	8	6,381	9,874
Utah Farmer	7	5,280	6,471
Arizona Producer...	6	4,673	6,990
Hoard's Dairyman...	6	4,362	6,665
Farm & Ranch.....	5	4,130	15,679
Montana Farmer...	4	3,017	6,270

	1932	1932	1931
	Pages	Lines	Lines
Missouri Ruralist...	4	2,995	6,792
Ind. Farmer's Guide	4	2,948	5,736
Arkansas Farmer...	4	2,745	2,083

†Three Issues.

BI-WEEKLIES (2 Issues)

Wallaces' Farmer & Iowa Homestead	11	8,241	10,675
Nebraska Farmer...	11	8,023	10,168
Wis. Agriculturist & Farmer	10	7,652	8,983
Farmer & Farm, Stock & Home Minnesota Edition	10	7,482	9,209
Dakotas-Montana Edition	8	6,376	7,469
Penn. Farmer	8	6,174	18,724
New Eng. Homestead	8	5,685	*7,540
Prairie Farmer Illinois Edition...	7	5,422	9,729
Indiana Edition ..	7	4,949	6,406
Am. Agriculturist...	7	4,969	*6,117
Local Zone Adv...	5	3,612	*7,668
Rural New Yorker	6	4,798	*10,483
Dakota Farmer	6	4,750	9,949
Ohio Farmer	5	3,887	16,320
Michigan Farmer ..	4	3,297	15,119
Kansas Farmer, Mail & Breeze...	4	2,821	4,605

*Four Issues.

†Three Issues.

WEEKLIES (5 Issues)

Pacific Rural Press.	24	17,808	14,818
California Cultivator	21	15,843	16,220
Washington Farmer	11	8,178	9,413
Oregon Farmer.....	10	7,646	9,421
Idaho Farmer.....	9	6,437	7,497
Dairymen's League News	3	1,943	14,111

†Four Issues.

FARM NEWSPAPERS (4 Issues)

Kansas City Weekly Star.....			*11,560
Missouri Edition...	2	4,952	
Kansas Edition....	2	4,358	
Ark.-Okla. Edition.	2	4,358	
Dallas Semi-Weekly Farm News Friday Edition....	1	12,811	2,099
Tuesday Edition...	1	1,914	13,102

†Five Issues. *One Edition.

A report showing the total 1932 linage for each farm paper listed and comparative figures for 1931 is available upon request.

(Figures Compiled by Advertising
Record Company)

2 1931
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8 5,736
5 2,083

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3 10,168

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6 7,469
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\$14,818
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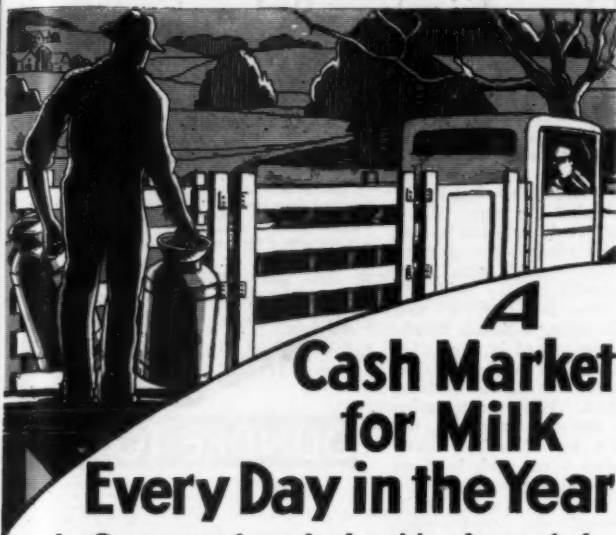
issues)

*†11,560

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A Cash Market for Milk Every Day in the Year

**Is Guaranteed to Active Members of the
Dairymen's League Cooperative Assn., Inc.**

The 52,000 members of the League have an unfailing outlet for their milk at a time when many markets are closed.

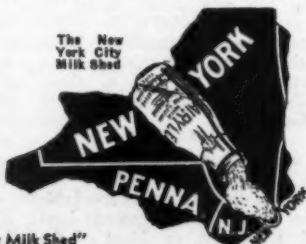
These organized dairymen, together with some 5,000 independent dairymen, are subscribers to the Dairymen's League News. These subscribers constitute two-thirds of the fluid milk producers in the New York City Milk Shed. They are the progressive, substantial dairymen who use modern equipment and support their families in comfort.

Relatively speaking, the New York City Milk Shed is "the bright spot in the farm market." You can cover it intensively with one medium.

Ask our Business Manager for further information.

**DAIRYMEN'S
League
NEWS**

NEW YORK **CHICAGO**
11 West 42nd St. 10 So. LaSalle St.
R. L. Culver J. A. Meyer
Bus. Mgr.
Tel. Penn. 6-4760 Tel. Franklin 1429



"The Dairy Paper of the New York City Milk Shed"

The Little Schoolmaster's Classroom

WHEN the manufacturers of Dundee Towels recently decided to adopt a new trade-mark instead of the small label they had been using, it was felt that the name "Dundee" could be made to lend itself admirably to a mark which would also have splendid display value.

The result is a new character, a Scotch Highlander, posed in front of a castle—the plaid of his costume creating a colorful effect. With the adoption of the new trade-mark begins an advertising campaign to the trade in about five publications.

Counter cards built around the trade-mark have also been prepared for the use of department stores and jobbers. The possibilities of carrying the Scotch theme further and wrapping the towels in a plaid paper is also an idea that is being given consideration.

Woodward, Baldwin & Company, New York, selling agents for the Georgia Kincaid Mills, manufacturers of the Dundee Towels, are taking advantage of the new mark by using a large reproduction of one of the advertisements each month to attract attention to an illuminated display of the 1933 line in their New York showroom. Buyers, in either mentioning or having the new mark called to their attention, are led to the large-size advertisement standing alongside the display and this gives an opportunity to present to them quickly and attractively the new Dundee towels.

A study of the effect of advertising in producing business for real estate firms is made available to the Class through records kept by S. K. Elliott, president of the Elliott-Guest Company, Cleveland

INTRODUCING A NEW CHARACTER

A striking new symbol for an old established line! An identification trade-mark that expresses in vividly decorative eye-compelling boldness, the sturdy qualities of these plumed American towels.

**SPARKLING NEW
STYLE CREATIONS
FOR THE 1933
TOWEL SEASON**



DUNDEE TOWELS

The splendid qualities which have popularized these towels over a period of forty-two years, are, clearly, essential to this new 1933 line!

WHITE TURKISH TOWELS • COLORED
BORDER TURKISH TOWELS • PANEY
SCOTCH TOWELS • TOWELS • SCOTCH
TURKISH TOWELS • SCOTCH CLOTHS
• WHITE RUCK TOWELS • COLORED
• RUCK TOWELS • SCOTCH TOWELS

WOODWARD, BALDWIN & CO.
45 Ninth Street, New York
Sole Selling Agents for
GEORGIA KINCAID MILLS
COPPER, GEORGIA
Manufacturers of QUALITY TOWELS Since 1891

Heights, Ohio. He has kept a careful check of his firm's advertising for ten years in order to ascertain the sources of prospective buyers and the company's commissions.

His figures show that the firm's newspaper advertising produced the greatest volume of prospects. It produced more than 53 per cent of the prospects and nearly 32 per cent of the commissions.

Service rendered by the company and its employees produced more than 22 per cent of the prospects and more than 49 per cent of the commissions. Inquiries by telephone or personal call in cases where there was no advertising, produced 13 per cent of prospects and about 12 per cent of the commissions.

Advertising and service, Mr. Elliott observes, constitute the best sources of business. Houses kept open for inspection and leads

Better Packaging Takes Another Step *Forward*

ON February 20, the American Management Association, with the co-operation of the National Alliance of Art and Industry, will open a packaging exhibit and competition at Art Centre, New York, that will give added impetus to the amazing progress that packaging has made in the last decade.

Printers' Ink Monthly is proud to announce that, through the generous assistance of these two groups, this exhibition will be completely and uniquely covered in the March issue.

The purposes of the competition are: To stimulate constructive interest in the application of art to the improvement of packages; to arouse creative interest among those who make packages; to develop among designers the practical adaptation of the artistic to the useful in the packaging field. Only those packages developed and placed on the market between January 1, 1932 and February 15, 1933 will be accepted.

The Jury of Award, which will judge the competition for the Second Irwin D. Wolf Award, consists of nine individuals prominent in the fields of merchandising and design. The calibre of the jurors assures an unbiased and expert selection.

See the exhibit. And, while the exhibit is still on display, read what packaging authorities have to say about it in the March issue of *Printers' Ink Monthly*—out March 1.

Managers Wanted

District and County, to introduce a nationally known service to five lines of business in every locality. No investment to make. No merchandise to buy or sell, yet *there is a permanent repeat feature without call back.* Must be capable of organizing a salesforce. Personal selling not required providing you are able to finance yourself for one month. Inquiries invited from serious minded men or women desiring a prosperous business practically their own on a liberal percentage basis. There are *no vacancies* in Boston, New York City, Ohio or California.

BLUE CIRCLE

P. O. Box 407

MANSFIELD

OHIO

provided by following up automobile license plates yield small returns while signs posted on the properties do comparatively little good.

* * *

The head of a successful corporation who is a stockholder in a number of other corporations, recently showed the Schoolmaster more than twenty letters received by him in one mail.

Each of these letters was marked "Personal" and, out of the first five letters, he was addressed twice by name in full, twice by initials and last name and once by first name, middle initial and last name. The important personal message consisted of nothing more world-saving than an invitation to avail himself of a financial service.

Obviously, this is another example of the waste inherent in lists that are not carefully checked. The sender of the letters had evidently obtained the lists of stockholders of a dozen different companies. No check was made of these lists to see if there were duplications, although it should have been axiomatic that there was bound to be a duplication of stockholders in companies of any size.

The Schoolmaster feels that it is hardly necessary to point out that the receipt of twenty such impersonal personal messages had just the opposite effect from that desired by the company sending out the letters.

* * *

On January 1 of this year the Taylor Instrument Company announced to the trade that it was generally replacing the name "Tycos" with that of "Taylor." Full-page space in business papers was used to tell dealers of this action.

The announcement contained this paragraph signed by the president of the company:

"We consider it advisable to use one general trade name in place of two in the future to avoid any misconception about the uniform quality of Taylor products. This is a change long anticipated as a result of the continued growth of the Taylor Instrument Company. It

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must be immediate in view of our plans to bring out new items and to start the most extensive advertising promotion ever undertaken by the Taylor Instrument Company."

This incident is the reverse of what usually happens. Many a company started out with a perfectly good firm name and an equally good trade name. By extensive advertising it has so impressed the trade name upon the public that it has found that its company name means very little. The next step, then, is to change the company name so that it corresponds with the trade name.

Taylor, on the other hand, is dropping the trade name for the company name. One thing that will account for this apparent reversal of the trend is the fact that although "Tycos" has received plenty of advertising pressure, at the same time the company has been pushing products under the Taylor name.

* * *

Among the life insurance companies Massachusetts Mutual has used some interesting direct mail. A member of the Class submits a premium receipt acknowledgment which strikes the Schoolmaster as an excellent example of the tactics that insurance companies can use nowadays. This acknowledgment is an envelope stuffer which says:

THANK YOU

Your premium receipt is enclosed
Life Insurance is valuable to the
Living

Payment by the

Massachusetts Mutual in 1931:

To living policyholders ..\$33,365,837.54

To beneficiaries 16,796,391.86

\$50,162,229.40

Own More Life Insurance

In these days it is wise strategy to point out to policyholders that they are receiving far more tangible financial benefit from their policies than are beneficiaries.

* * *

And now it is grinding wheels which have capitulated to the development of packaging. The Carborundum Company has just announced what it calls "a new merchandising idea" which is the

TALKING MOTION PICTURES SELL MORE GOODS !



LET us tell you how the "Talkies" can publicize your product and create immediate sales for your dealers in their own home town!

It costs nothing to get the story, and but a trifle to use the service. Write us today on your business letterhead and tell us how many dealers you have in towns under 100,000 and we'll show you how to increase their sales.

CONSOLIDATED ADVERTISING CORPORATION, LTD.

6644-46 Santa Monica Boulevard,
Hollywood California

Available Sales Manager

Age 40
18 Years Productive

SELLING FOOD FIELD

Personal contacts with all chains, jobbers, etc., on Eastern Seaboard.

Present Position

Sales manager—Handling chain contacts personally. Supervising sales crews. Pricing of line and advertising. Responsible for—Financial budgets, expenses, advertising costs, etc.

Address "G," Box 84

PRINTERS' INK, New York City

packaging of its grinding wheels. In describing the advantages of the new container the company says that it keeps the wheel clean, prevents damaging of wheel edges, provides a better method for carrying stock, presents an attractive sales package to the consumer and stimulates sales.

The company further suggests that to get the most out of the idea the merchant display the wheels on one of several metal display assortment panels that have been prepared.

* * *

The Schoolmaster is always interested in letterheads that reflect

the spirit of an organization or its products. A particularly interesting example recently passed across his desk.

The letter came from "The Family Circle," published by the Evans Publishing Corporation, New York. The typed message was appropriately enclosed in a circle, printed on the paper in gray to match the letterhead.

This light gray circle line attracted the Schoolmaster's attention immediately as he went through his morning's mail, and that, undoubtedly, is exactly what this interesting innovation was intended to do.

Has New Accounts

The Ciba Company, Inc., New York, has appointed the Lewis-Waetjen Agency, Inc., of that city, to direct its advertising account. The Oakland Chemical Company, New York, has appointed the Lewis-Waetjen Agency to direct the medical advertising of its Dioxogen. Medical and drug journals will be used on both accounts. The advertising of the Oakland company's Dioxogen cream is being directed by J. Stirling Getchell, Inc., New York.

Elected by Liggett & Myers

J. W. Andrews, who has been with the Liggett & Myers Tobacco Company since its organization, has been elected vice-president. C. B. Arthur has been elected a director, in charge of the purchasing department. Ben Carroll, for several years auditor, has been made treasurer.

Perfection Scale to Van Tine

The Perfection Scale Company, Inc., Philadelphia, Perfect Health-Gauges, has appointed Russell H. Van Tine-Advertising, of that city, to direct its advertising account. Business papers will be used.

Jenter to Direct Government Exhibits at Fair

Martin Jenter, president of Jenter Exhibits, Inc., New York and Chicago, has been appointed director of exhibits, attached to the office of the United States Commissioner, in connection with the participation of the Government in the Century of Progress exposition at Chicago.

Heads San Antonio Club

C. W. Bryant has been elected president of the San Antonio, Texas, Advertising Club. Other officers are: Vice-president, R. E. Wilson; secretary, Miss Sally Arenson, and treasurer, W. L. Hoefgen. Directors include: Barney Sadovsky, William Brockhausen, R. G. Coulter, John S. Phillips, Hugh Hall and J. B. Higdon.

Will Advertise New Product

The Ace Products Company, Inc., New York, has appointed Ray Hawley Associates, of that city, to direct its advertising account. The company will introduce the EZ Grater, a new household appliance.

Most Men Like Me Have Jobs . . .

because they are among the most valuable members of any organization. But I changed horses and now the new horse suddenly decides to stop swimming. I have more horse sense than the above change might infer, and ten years of uniquely valuable experience in merchandising, sales management and almost all departments of advertising. A forceful, resultful writer, a keenly analytical mind, a healthy body and a consuming determination to do things well. Under 30, married, gentle. Ready to be more than reasonable on terms with agency or manufacturer. A good buy if you need merchandising results. Write me: "L," Box 85, P. I.

TORONTO
HALIFAX
MONTREAL
WINNIPEG
LONDON, E.C.

"GIBBONS KNOWS CANADA"

J. J. GIBBONS Limited

CANADIAN ADVERTISING AGENTS

REGINA
CALGARY
EDMONTON
VICTORIA
VANCOUVER

Classified
each in
cents.

BUSINESS

Publisher's
Market
salesmen's
Experience
Box 719, I.

Small Age
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Esplanade

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State age,
and salary
Printers' In

Classified Advertisements

Classified advertisements in "PRINTERS' INK" cost seventy-five cents a line for each insertion. No order accepted for less than three dollars and seventy-five cents. Cash must accompany order.

First Forms Close Friday Noon; Final Closing Saturday

BUSINESS OPPORTUNITIES

Publisher's Research and Promotion Service

Market analyses, chart presentations, salesmen's fact books, promotion copy. Experienced men. Reasonable charges. Box 719, Printers' Ink.

Small Agency specializing in trade publication and direct mail advertising offers possible partnership to man with contacts and ability. Write details. Box 726, Printers' Ink.

BOSTON, NEW ENGLAND

advertising representative with wide and favorable acquaintance, available for one or more publications. Box 721, P. I.

Associate Wanted for profitable advertising service, New York. Clients:—national advertisers, agencies, display manufacturers. Experience in selling, production or art desirable with small financing resources. Consolidation considered. Box 722, P. I.

Direct Mail Specialist, operating small established business, wishes to meet a seasoned direct mail man controlling some business, and thoroughly familiar with folder and booklet work. Objective: co-operation, reduced overhead, and possible partnership. Box 727, Printers' Ink.

Publication Wanted

Former publisher is interested in acquiring either trade, class or general periodical. Preferably one that requires rebuilding and procurable at nominal price. Box 718, Printers' Ink.

Man or Woman who control any of the following services will be paid 25% on the gross amount of business referred here for handling: Processed letters; multigraphing; mimeographing; printing; mailing—etc., modern plant fully equipped for mass production. Twelfth floor, 235 East 45th Street, New York, N. Y.

HELP WANTED

AN EXPERIENCED OUTDOOR ADVERTISING MAN. See Wilson L. Fewster, Fewster Field, Stillwell Avenue and Bay 50, Brooklyn. Friday, 4 P. M. Esplanade 2-9743.

Seasoned Advertising Man wanted by large Middle West national advertiser. Must be good copy writer, layout man and capable all phases advertising work. State age, background, full experience and salary expected. Write Box 725, Printers' Ink.

MAYONNAISE SALES MANAGER

Large, long-established middle-west food manufacturer wants young, aggressive man to take charge of Mayonnaise Department. Thorough mayonnaise sales management experience absolutely essential. Personality and sound judgment are important qualifications. Modest salary to start but excellent opportunity for right man. Write us in detail. Box 723, Printers' Ink.

POSITIONS WANTED

Graduate Engineer—Thoroughly experienced from creation of idea to production in mail and magazine advertising. Copy, layout, publicity, exhibits, magazine articles, house organ, etc. Age 29. Box 720, P. I.

Experienced in trade journalism, solicitation, merchandising, publishing, with years of successful executive administration, and with education and background, desires contact with organization. Box 728, Printers' Ink.

Combination Copy-writer and Layout Man wants work. Formerly with Saturday Evening Post and Los Angeles Examiner. Age 38. University graduate. Eleven years advertising experience, including: 3 years with national magazines, 3 years with advertising agencies, 2 years with trade journals, and 3 years with newspapers. Salary and location no object. Address Robert Clary, 218 S. Eugene St., Greensboro, N. C.

THIS man is unusually adapted for a business man who does not know or cannot be bothered with details aside from his own special line. Has run a stock control, bought every detail of printing and paper, compiled catalogues, secretary to metropolitan newspaper executive, tireless deliver after facts—a regular C.R.M. for information, stenographer, most trustworthy. Salary at "wages" level. Goanywhere. Box 724, P. I.

RADIO FEATURES

JEWISH RADIO FEATURES—Unique programs to cover Jewish market, 3 million consumers in Metropolitan New York. Famous musical and dramatic talent. SPECIALIZED BROADCASTING SERVICE, 1619 Broadway, New York.

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Annual Reports

For a number of years it has been our privilege to print annual reports for institutions and corporations.

We have just finished an especially attractive book for an important public institution and we would be pleased to submit a sample copy to any who contemplate issuing an annual report of any kind. This book is quite unusual in its handling of engravings and printing processes.

A telephone call will bring our representative with a sample copy of the book.

Telephone
MEdallion
3-3500

CHARLES FRANCIS PRESS
461 Eighth Avenue New York, N. Y.

During 1932

THE CHICAGO TRIBUNE
PRINTED

2,500,432
MORE LINES
OF ADVERTISING
THAN ANY OTHER
CHICAGO PAPER

Chicago Tribune

THE WORLD'S GREATEST NEWSPAPER

Chicago Tribune Offices: Chicago, Tribune Tower; New York, 220 E. 42nd St.;
Atlanta, 1825 Rhodes-Haverty Bldg.; Boston, 718 Chamber of Commerce Bldg.;
San Francisco, 820 Kohl Bldg.